

# LIFE



A NEW FOREIGN POLICY  
BY JOHN FOSTER DULLES

KERIMA

HER MARATHON KISS  
IS A MOVIE SENSATION

20 CENTS

MAY 19, 1952

REG. U. S. PAT. OFF.



# Here's actual photographic proof of superiority of the *Magic Cycle* SELF-DEFROSTING KELVINATOR



Peaches, raspberries, blueberries—all high-sugar, easily-melted foods, at start of Kelvinator defrosting cycle.



Brief minutes later. Frost is melting, but all fruits are still brick-hard, thanks to Kelvinator's constant cold.



Now, practically all frost is gone, but there's no change in the fruits. Here's really safe automatic defrosting!



Defrosting completed. Freezing starts again. Fruits unchanged. Photographic proof of Kelvinator superiority!

## THE REFRIGERATOR THAT DEFROSTS AUTOMATICALLY WITHOUT HOT ELECTRIC ELEMENTS!



THERE IS A BETTER REFRIGERATOR...

KEEPS FROZEN FOODS FAR BELOW FREEZING...EVEN DURING DEFROSTING!

**MOST PACKAGES OF FROZEN FOODS** caution you against letting them thaw and then refreeze. This will never happen in your "Magic Cycle" self-defrosting Kelvinator, for this is the first refrigerator that defrosts automatically without hot electric elements.

Since it uses no such elements, the "Magic Cycle" self-defrosting Kelvinator defrosts at colder temperatures. Thus frozen foods stay far below freezing even during defrosting. It is faster, simpler, far more economical... and completely safe for foods, the refrigerator and you. Right now, your old refrigerator is worth more on a trade-in than it will ever be again. So look up the name of your Kelvinator Dealer in your Classified Phone Book. Trade-in your old refrigerator and start enjoying a new "Magic Cycle" self-defrosting Kelvinator!

### Think of having all this— in place of your present refrigerator!

- In place of too small, cramped space, you get 11 cu. ft. of cold space... cold-clear-to-the-floor!
- In place of a crowded, iced-up freezer chest, you get a giant, 43-lb. ice-free freezer!
- In place of too-hard or too-soft butter, you get a portable Butter Chest accessory that keeps butter perfectly!
- PLUS the convenience of huge shelf space, Handy Door Shelves, giant Crispers. New beauty and dependability, too!

\*Patent applied for.

IT'S *Kelvinator*

Division of Nash-Kelvinator Corporation, Detroit 32, Michigan

**FREE BOOKLET!** "New Magic For Your Kitchen". At your Kelvinator Dealers' or write Kelvinator, Dept. L-5, 14250 Plymouth Road, Detroit 32, Michigan.



Millions rely on this famous formula!

# Ipana tooth paste stops "Tell-Tale Mouth" 'round-the-clock!

**STOPS MOUTH ODOR as it CLEANS TEETH and REDUCES TOOTH DECAY!**

Yes, using Ipana regularly—after eating and whenever your mouth tastes stale—keeps breath and teeth cleaner all day and evening.

This gives you the finest 'round-the-clock protection possible.

And it reduces tooth decay one of the most effective ways known.

Ipana contains **all** the ingredients necessary for complete mouth hygiene, including two **cleansing and purifying** ingredients found in no other leading tooth paste.

Try it. Check the clean, keen, **lasting freshness** Ipana gives your whole mouth. Get this tooth paste that is **time-tested** and **proved** in use by millions!

Use it after eating and whenever mouth tastes stale

**'ROUND-THE-CLOCK PROTECTION FOR YOUR WHOLE MOUTH!**



Products of Bristol-Myers

**VOLUNTEER FOR CIVIL DEFENSE TODAY!**

**NEW! DOUBLE-DUTY Multifine Tooth Brush**—Over 1400 fine nylon bristles, plus the *twist* in the handle. 1000 dentists helped design it.



You have the right to ask:

## "WHAT DO THESE PLYMOUTH FEATURES DO FOR ME?"

When you look for features in a new car, be sure you find out what these features will do for you. For the total value of a car is the sum of the benefits provided by its features. On this page are explained the benefits of a few features found in the new Plymouth. Your nearby Plymouth dealer will be glad to give you the complete Plymouth value story.

**SAFETY-FLOW RIDE** gives you freedom from "tensing up" on rough roads. Your car, riding level over the bumps, is under easy control at all times. Oriflow shock absorbers have over twice the cushioning power of the ordinary type.

**CHAIR-HEIGHT SEATS** give you correct posture comfort. Deep cushions extend firm support well up under the knees. Seat backs give full contact support from hips to shoulders. Reduce riding fatigue to the minimum. In the lowest-priced field, only Plymouth has these scientifically designed seats.

**SAFE-GUARD HYDRAULIC BRAKES** give exact, predictable response to your pedal pressure. You get fast, positive, smooth stops. At each front wheel, where braking is needed most, Plymouth has two brake cylinders, exerting force in the direction indicated on the diagram. New Cyclebond linings wear longer than the riveted type.

**SOLEX SAFETY GLASS** gives you welcome relief from the glare of the sun. And because it helps keep out the heat-producing infrared rays of the sun, Solex Safety Glass makes summer motoring more comfortable and enjoyable. This special glass for windshield and windows is offered as optional equipment at slight extra cost.

**AUTOMATIC OVERDRIVE** gives you extra driving ease, fuel economy, longer engine life and quieter, more relaxed ride. Let up on the accelerator at 25 miles per hour and you're in Overdrive—press all the way down and you're back in direct drive. Offered as optional equipment at moderate extra cost.



Equipment and trim are subject to availability of materials

# PLYMOUTH

PLYMOUTH Division of CHRYSLER CORPORATION, Detroit 31, Michigan







## She's dialing California from Englewood, N. J.

An entirely new kind of Long Distance service is now being tried in Englewood, New Jersey.

Ten thousand telephone customers in that city now dial their own calls to certain distant points.

It's easy to do and faster. Just by dialing two or three more digits than on a local call, they can reach any one of eleven million telephones in and around twelve cities from coast to coast.

This new way of putting through Long Distance calls is another example of the way Bell System people are constantly planning and building to provide you with better telephone service.

First comes the idea. Next the inventing, manufacturing and trial in actual use. Then, as soon as possible, the extension of the improved service to more and more people.

**HELPFUL HINT**—Keep a list of Long Distance numbers handy beside your telephone. Out-of-town calls go through faster when you Call By Number. **BELL TELEPHONE SYSTEM**



This One

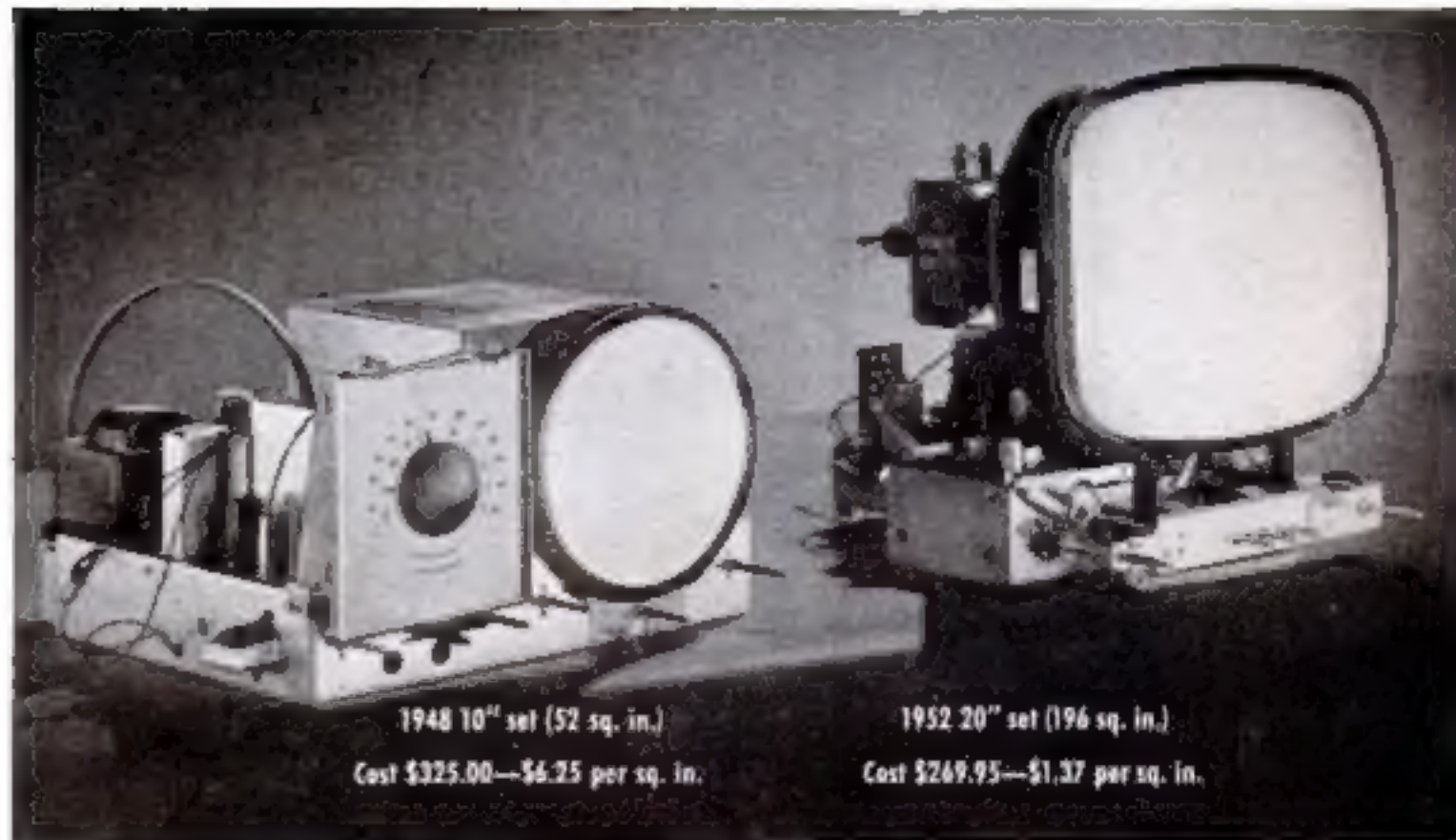


ZWN4-7XN-1UL6





**THE BOEING B-47 STRATOJET**, world's fastest known bomber, powered by six General Electric J-47 jet engines, has made propeller-driven medium bombardment aircraft obsolete. Designed for extreme speed and altitude, the B-47 is armed with advanced radar and electronic equipment. Engineers were forced to accomplish miracles in compressing this complicated equipment into limited space—a dramatic example of the kind of miniaturization G-E Germanium Diodes make possible.



**TV MANUFACTURERS**, using G-E Germanium Diodes and other improvements, offer the public one of the finest examples of simultaneous price reduction and product advancement in industrial history. In 1948, a 10-inch television set cost \$6.25 per square inch of picture. Today, a vastly finer receiver, with a 20-inch rectangular picture tube in a more beautiful, better constructed cabinet, provides almost four times the screen size of its predecessor for approximately \$1.37 per square inch of picture.

## MORE FIGHT PER POUND...MORE TV PER DOLLAR

### Both aided by G-E Electronics Research in Germanium



**F**ROM our fastest jet planes to the electron "gun" that paints your television picture, General Electric electronics research is creating better and more effective products for industry and defense.

Newest important developments of this modern science are tiny germanium devices called transistors and diodes. Minute in size and weight, G-E germanium products open the door to new, more reliable, yet greatly simplified electronics equipment that costs less, uses less power. In military planes, they make possible lighter, more compact gun controls, communications and guidance aids—pave the way for higher speeds, longer range, more fighting punch per pound.

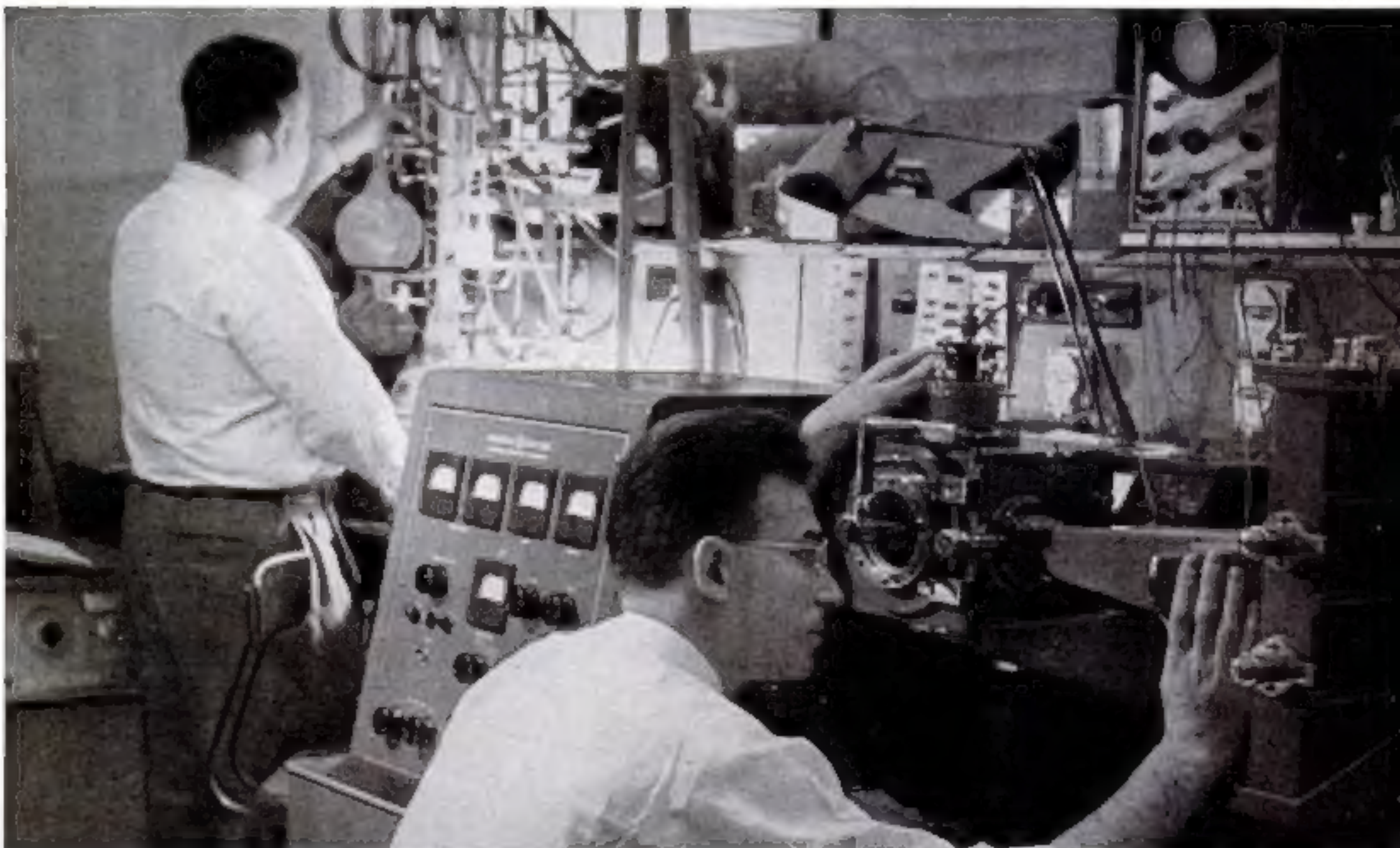
*You can put your confidence in...*

**GENERAL  ELECTRIC**

© 1952, General Electric Company, Syracuse, N. Y.



**ONLY 1/200th THE SIZE** of the typical miniature tube beside it, this germanium transistor will do many of the same important jobs and use far less power. For one pound of germanium, twenty carloads of ore rock must be refined.



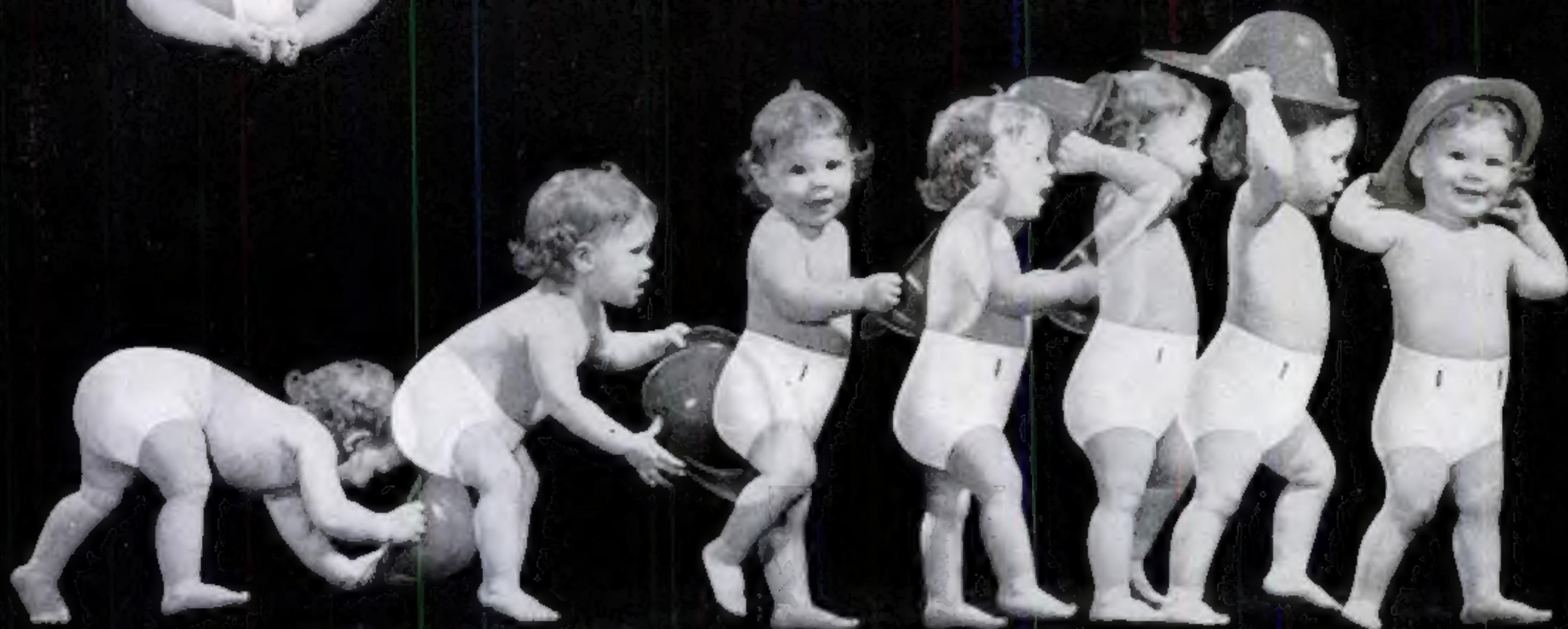
**FOR MANY YEARS** G-E scientists have studied germanium, an unusual metallic element that is both a conductor and non-conductor of electric current. To solve its secrets, G-E calls upon physicists, metallurgists, chemists and electronic engineers, makes use of such complex laboratory

equipment as X-ray diffraction instruments. Without this research, there would not be continuing improvement in electronic products. General Electric is placing added emphasis on research in this and in allied fields... research contributing to your defense and to your standard of living.





Why be irritated, baby?



Playtex Babies are Happy Babies — neater . . . sweeter . . . cleaner . . . cooler

Keep your baby "Socially Acceptable"\* in

Playtex® Panties

—truly, a world of comfort for your baby!

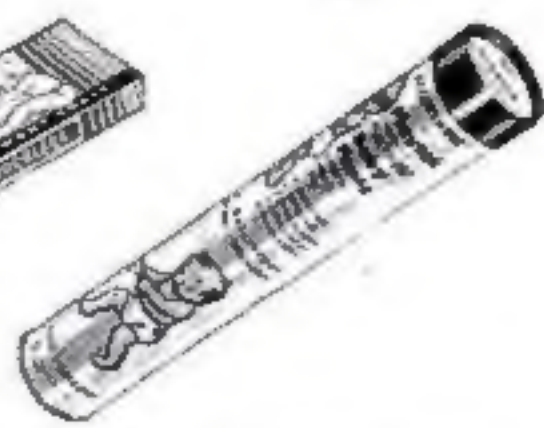
Make this Simple Fit Test!



Slip a pair of Playtex Panties over your arm, through a leg opening. Feel for yourself why Playtex Baby Panties never bind...never cut circulation...Never get stiff or scratchy. Playtex Panties slip on and off fast, rinse fresh, pat dry with a towel.

Don't let your precious baby squirm and fret—imprisoned in tight, old-fashioned binding pants! Let your baby enjoy the comfort of extra-light, extra-cool Playtex Panties in the months ahead. Made of softest, smoothest latex, Playtex Panties stretch all over for all-over comfort — actually "give" with baby's every breath. Accurately sized by baby's weight, waterproof Playtex Panties wear wonderfully, keep their perfect fit, always. *Featured at your favorite Department Store and wherever Baby Needs are sold.*

More babies wear Playtex than any other baby pants!



PLAYTEX BABY PANTS 79¢

PLAYTEX TRANSPARENT BABY PANTS 89¢

PLAYTEX SNAP-ON BABY PANTS \$1.19

*Prices slightly higher in Canada*

**P.S. Personal Secret for Baby**

How to keep baby cool, calm and protected

Playtex Baby Oil . . . 49¢ & 69¢

Playtex Baby Powder 29¢ & 39¢

Playtex Baby Cream . 49¢ & 69¢

... guaranteed to prevent diaper rash

or your money back.







Make YOUR OWN test...



1. Tomorrow morning brush your teeth with Pepsodent now with Oral Detergent. Note the clean mouth taste ... it lasts for hours.



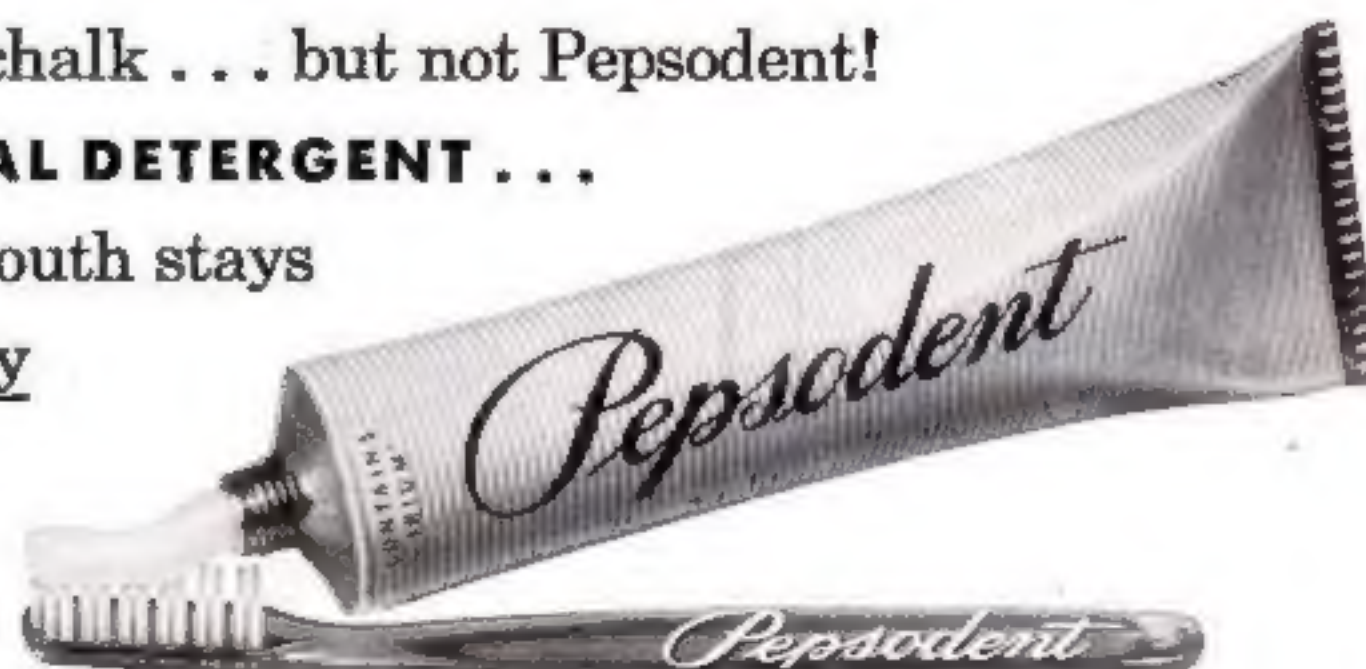
2. Next day use your present tooth paste. Compare the taste hours later. Pepsodent's Oral Detergent makes the difference.

The lasting clean mouth taste is your own proof ... proof you can feel and taste ... that with Pepsodent, teeth stay cleanest.

Prove it to yourself! Pepsodent with **ORAL DETERGENT** brings  
**CLEAN MOUTH TASTE FOR HOURS**

Some tooth pastes clean with soap ... some with chalk ... but not Pepsodent!  
 Because Pepsodent now cleans with exclusive **ORAL DETERGENT** ...  
 it even cleans where brush can't reach ... your mouth stays  
 coolest ... breath freshest ... teeth cleanest of any  
 leading tooth paste. Prove it to yourself!

Only Pepsodent contains Irium

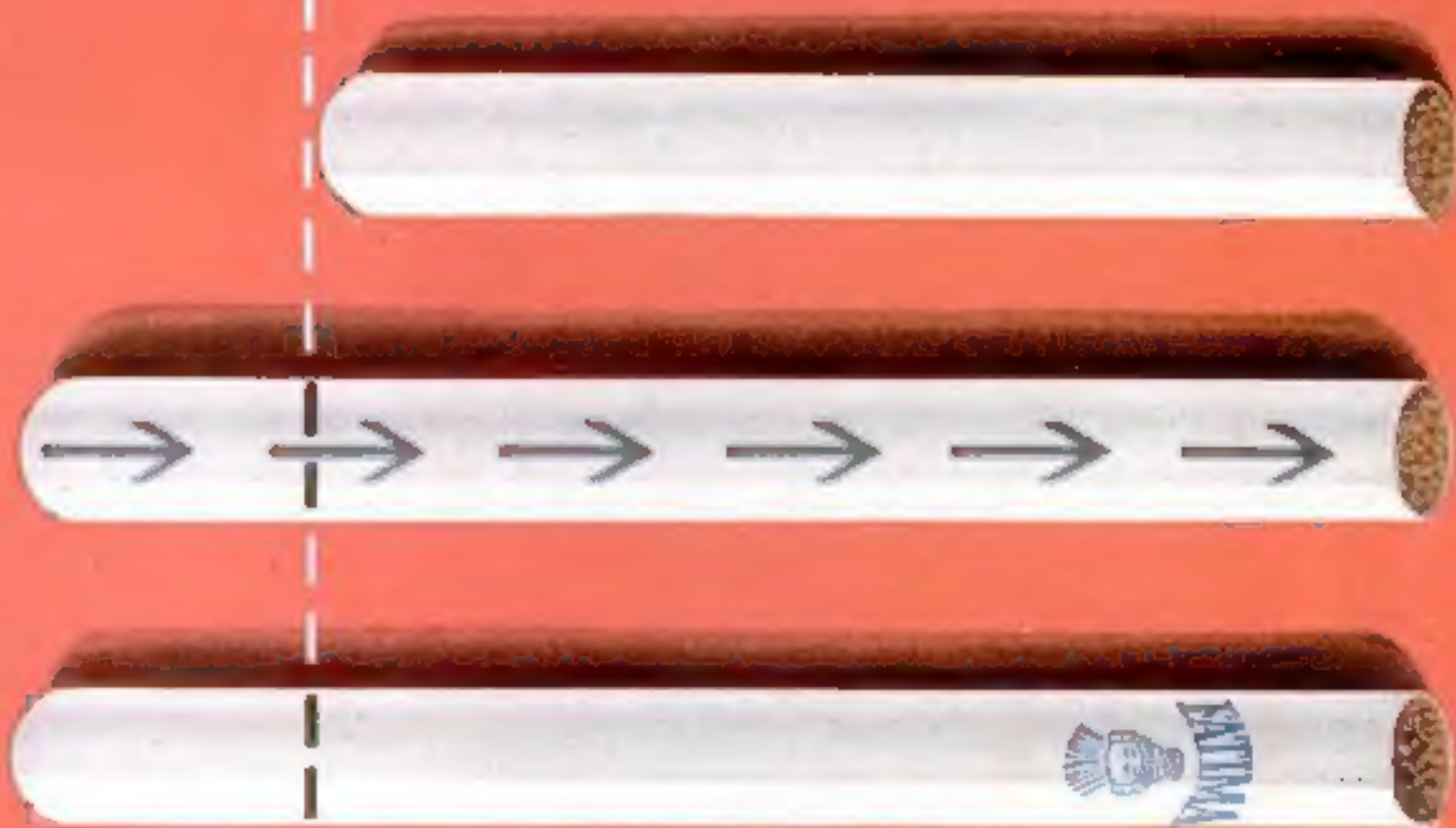




# COMPARE FATIMA

with any other KING-SIZE cigarette

1. FATIMA filters the smoke 85 millimeters for your protection.
2. FATIMA'S length cools the smoke for your protection.
3. FATIMA'S length gives you those extra puffs—21% longer.



**AND** you get an extra-mild  
and soothing smoke...plus  
the added protection of

## FATIMA QUALITY

\* Compare Fatima with any other King-Size cigarette. If you're not convinced Fatima is better, return pack and unsmoked Fatimas by Aug. 1, '52 for money back plus postage. Fatima, Box 37, New York 1, N. Y.



*Best of All KING-SIZE Cigarettes*



MAKERS OF BILTRITE NURON RUBBER HEELS AND MATCO RUBBER FLOORING

Thoroughly wear-tested in laboratories and in actual rugged use, Biltrite NURON Soles outwear leather 2 to 1! They're wonderfully light, damp-proof, skid-proof, won't warp or curl—so durable and firm they help keep shoes in shape. Will not mark floors.

Decide now to get more for your shoe dollar. Insist on Biltrite NURON Soles when buying new shoes, or when you have old shoes repaired.

No questions asked! Biltrite NURON Soles must give you a minimum of three months wear!

Biltrite NURON soles purchased on new shoes or from your shoe rebuilder must give you full three months wear, or we will replace the soles—FREE!

**BILTRITE NURON SOLES**

*Light as a feather... tougher than leather!*

**\*AT NO EXTRA COST!**

AMERICAN BILTRITE RUBBER COMPANY



AT YOUR BILTRITE SHOE REBUILDER



APPLIANTS... BILTRITE RUBBER COMPANY, CHELSEA 50, MASS. • AMERICAN TILE & RUBBER CO., TRENTON 2, N.J. • PANTHER-PANCO RUBBER CO., CHELSEA, MASS. • AMERICAN TILE & RUBBER CO., (CANADA) LTD., SHERBROOKE, QUEBEC • PANTHER RUBBER CO., LTD., SHERBROOKE, QUEBEC, CANADA

# Sole-Wear Guaranteed!





BLESS HIS HEART!

FATHER'S  
DAY  
JUNE 15

GIVE HIM



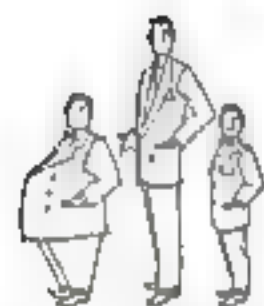
A CHAIR THAT LETS HIM

RELAX!

Here's a wonderful gift for Father's Day! A chair that will let Dad lean back, stretch out, and RELAX to his heart's content. Yet it's a chair that *looks* like a chair... a fine piece of furniture you'll be proud to have in your living room, bedroom, or den.

It's the original Barcalounger! Only the Barcalounger has "Floating Comfort" features that cradle your body as if you were actually *floating in water*... the most comfortable position in the world. *No other chair* works like a Barcalounger to give you automatic "full-range action"... your choice of *any* position from sitting to full reclining, *without knobs or gadgets*.

15 minutes in a Barcalounger is more relaxing than a nap. Designed to soothe tense nerves and muscles, and above all, to *ease the strain on the heart!*



Sizes and Styles to fit everybody. Choice of rich fabrics, long-wearing plastic, genuine leather, at prices to fit every budget! Look for the name under the footrest.

Don't wait for Father's Day! See the Barcalounger at your furniture or department store *now*. Be sure you get a *genuine* Barcalounger with "Floating Comfort", built by master craftsmen to give you years of perfect relaxation. A product of 56 years of fine furniture making experience.



FLOATING COMFORT

THE ONE AND ONLY

**Barcalounger**

PATENTED

THE MOST COMFORTABLE CHAIR EVER BUILT

Now in Canada - T. EATON CO.

Mail coupon today for **FREE BOOKLETS!**

Barcalo Manufacturing Company, Dept. L5, Buffalo 7, New York.

Please send me free of charge

- ☐ "An Adventure in Relaxation"  
☐ "Feel Years Younger Without Exercise"  
☐ Name of nearest Barcalounger dealer

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_





ALL PATTERNS MADE BY THE INTERNATIONAL SILVER CO., IN U.S.A. COPYRIGHT 1952, THE INTERNATIONAL SILVER CO., MERIDEN, CONN.



## *High in the clouds above Market and Main*

ONE MINUTE I was sitting next to Jim in his funny old car, waiting for the light to change at the intersection of Market and Main. And the next...

I was one mile straight up, in a colored confetti snow storm, leaning on a cloud to catch my breath. There was a ring on my finger, a kiss on my lips... and Jim had asked me to marry him!

I've forgotten where we went next—except there was moonlight and we sat for hours making plans. We built and furnished a home that night and sent ten brilliant children through college...

...and we made a Very Important Decision. We decided that even if we couldn't have very much at first (and how many young couples can?) we could, and would, have the very best.

So now, only a week later, we've started one big dream

on its happy way. We've picked out our family silver—our *International Sterling* family silver. The minute we saw it—so lovely and solid and somehow *hospitable-looking*—we knew it had to be International Sterling!

Jim's as proud of our choice as I am. And with an easy payment plan to help us, we're going to begin our "collection" right away.

You see, I wouldn't confess this to Jim, but I have a superstitious feeling about our International Sterling. I think it's a lucky sign... and that a marriage that begins with anything so perfect is bound to be something pretty special!

• • •

Today, International Sterling is one of the greatest values your dollar can buy. Compared with other products, its price has risen scarcely at all. You can still get a 6-piece place setting for as little as \$27.50, including Federal tax.

## *International Sterling*

THE SOLID SILVER WITH BEAUTY THAT LIVES FOREVER!



Shown here, just 5 of the 15 inspired International Sterling patterns you'll see at your silverware dealer's.





# BETTER FOR YOUR DOG THAN RED, RAW MEAT!

Meat is a dog's natural food. Yet it's by no means his perfect diet! For dogs need important nutrients that meat itself does not adequately provide.

PARD contains all these ad-

ditional nutrients—plus rich amounts of the meat protein your dog loves. He needs nothing more, can get nothing better than Pard—from Swift's famous research laboratories.

**A COMPLETE BALANCED FOOD WITH ALL THESE INGREDIENTS...**



**NOBODY MAKES DOG FOOD LIKE SWIFT MAKES PARD!**

## LIFE

EDITOR-IN-CHIEF Henry R. Luce  
PRESIDENT Roy E. Larsen  
EDITORIAL DIRECTOR John Shaw B. Hines

**BOARD OF EDITORS**  
Daniel L. Loebl, CHAIRMAN  
Edward K. Thompson, MANAGING EDITOR  
Maitland A. Edey, ASSISTANT  
Sidney L. James, MANAGING EDITORS  
John K. Jessup, CHIEF EDITORIAL WRITER  
Charles Tudor, ART DIRECTOR  
Fillmore Callahan, Robert T. Elson,  
Elmer J. Hughes, Joseph Kasper,  
Hugh Moffett, John Osborne,  
Philip H. Wootton Jr.

**STAFF WRITERS**  
Noel F. Busch, Robert Coughlan, Ernest  
Havemann, Charles J. V. Murphy, Win-  
throp Ragsdale, Robert Wallace, Richard  
L. Williams.

**PHOTOGRAPHIC STAFF**  
Ray Mackland, PICTURES EDITOR  
ASSISTANTS: Frank J. Scherschel, Robert  
Drew  
Margaret Bourke-White, Cornell Capa, Ed-  
ward Clark, Ralph Crane, Loomis Dean,  
John Dominis, David Douglas Duncan, Al-  
fred Eisenstaedt, Eliot Elisofon, J. R. Eyer-  
man, N. R. Fabinian, Andrea Feininger,  
Albert Fern, Fritz Goro, Alan Grant, Ya-  
Joel, Mark Kaufman, Robert W. Kelley,  
Dmitri Kessel, Wallace Kirkland, Nina  
Leon, Thomas McAnay, Francis Miller,  
Ralph Morse, Carl Mydans, Gordon Parks,  
Michael Rousier, Walter Sanders, Joe  
Scherschel, George Silk, George Skadding,  
W. Eugene Smith, Howard Sochurek, Peter  
Stackpole, Hank Walker.

**ASSOCIATE EDITORS**  
William P. Gray, Sally Kirkland, Kenneth  
MacLeish, Tom Prudden.

**ASSISTANT EDITORS**  
Oliver Allen, Herbert Bryan, Earl Brown,  
Robert Campbell, Tom Carmichael, Gene  
Cook, David B. Dreiman, Arthur Fields,  
William Jay Gold, Ralph Graves, Mary  
Harrison, Jerry Harnish, Richard W.  
Johnston, Patricia O'Connell, Dorothy  
Seiberg, Mary Lou Skinner, Marshall  
Smith, Claude Sitton, John Thorne, Mar-  
got Varga, London Wainwright, Robert  
Wernick, Keith Wheeler, A. B. C. Whipple,  
Warren Young.

**RESEARCH STAFF**  
Marian A. MacPhail, CHIEF  
ASSISTANTS: Muriel Hall, Honor Fitzpat-  
rick, Rene Kuhn, Mary Leatherbee, Valeria  
Vonderhilt.  
REPORTERS: Shana Alexander, Barbara  
Ballou, Mary Elizabeth Boser, Margaret  
Bassett, Mary H. Cadwalader, Vivian  
Campbell, Barbara Dawson, Beatrice Dolan,  
Mary Dooley, Terry Drucker, Laura Ecker,  
Jean Fertus, Nancy Folger, Nancy Goret,  
Doris Gotsinger, Robert Gorman, William  
Goudrick Jr., Patricia Graves, Roxane  
Guerin, Terry Harnish, Helen Hodges,  
Patricia Hunt, Leon Janoff, Patricia John-  
son, Philip Konrad Jr., Marshall Lotan,  
Helen Mahnowska, John McFiken,  
Mary Ellen Murray, Grayson Northrup,  
William Paul, Eleanor Parish, Henriette  
Rosenburg, Betty Schind, Robert Shaver,  
Kathleen Short, Anabel Simpson,  
Jeanne Stall, Catherine Stach, Marion  
Steinmann, Margaret Thompson, Martha  
Turner, Virginia Unell.  
COPY READERS: Helen Deuell (Chief), Dor-  
othy Olson, Bernice Adelson, Irene Barry,  
Hilda Edson, Clara Nicolai, Rachel Tucker-  
man.

**PICTURE BUREAU**  
Dorothy Hoover, CUTTER  
Alma Leighton (Library), Natalie Kasek,  
Jean Bartle, Barbara Brewster, Mary Carr,  
Betty Doyle, Margaret Gaudin, Jennie  
Hart, Ruth Lester, Marie Milar, Helen  
Rounds, Margaret Sargent.

**LAYOUT**  
Michael Phillips, Bernard Quint, William  
Gallagher, Helen Adelsberger, Matt Greene,  
Earl Kersh, Anthony Sodaro, Frank Stock-  
man, Alfred Ziegler.

**NEWS SERVICES**  
U.S. AND CANADIAN: Lawrence Laybourne  
(Chief of Correspondents), Irene Saint, Mil-  
ton Orloffsky, Jean Snow, Bureau—  
Washington: James Shepley, James Truitt,  
Bill Brinkley, Helen Bennett, Edward Kerr,  
Sont Lewis, Chicago: Edwin C. Heinke,  
George Hunt, Chicago: Charles Chittenden, Ruth  
Dennis, George Shuman, Los Angeles: Ben  
Williamson, Frank Curran, John Bryson,  
Stanley Flork, Virginia Hobbs, Richard  
Meynman, Jr., Atlanta: William S. How-  
land, Cole Pomeroy, Boston: Jeff Wylie,  
Will Lane, Dallas: William Johnson,  
Nathan Ross, Denver: Ed Ogle, Detroit:  
Fred Collins, Donald Wilson, San Fran-  
cisco: Alfred Wright, Richard Pollard,  
Jane Estes, Seattle: Dean Brooks,  
Ottawa: Samuel G. Welles, Grace Bryn-  
son, Montreal: James R. Conant, Toronto:  
Robert Parker, Frank McNaughton  
(Special Correspondent).

**FOREIGN:** Manfred Gottfried (Chief of Cor-  
respondents), John Boyle, Donald Burke,  
Bureau—London: Andre Laguerre, Gene  
Farner, Doris Jane Hamlin, Monica  
Horne, Joann McQuiston, Paris: Eric  
Gibbs, John Jenkinson, Mathilde Camacho,  
Lee Balingen, Nathalie Kitchin, David  
Zedlin, Bonn: Frank White, Roy Rowan,  
Robert Lubar, Rome: Thomas Dwyer, John  
Luter, Madrid: Piero Saporiti, Johannes-  
burg: Alexander Campbell, Middle East:  
James Bell, New Delhi: James Burke,  
Singapore: John Dowling, Hong Kong:  
Robert Neville, Tokyo: Dwight Martin,  
John Dille, Bud Rutton, Mexico City:  
Martin O'Neil, Panama: Philip Payne,  
Rio de Janeiro: Arthur W. White, Buenos  
Aires: Ramelle McCoy.

**PUBLISHER**  
Andrew Heiskell  
**ADVERTISING DIRECTOR**  
Clay Buckholt

FOR A WORLD OF COOL COMFORT

**Marlboro**

*Jerdange*



Everybody talks about the weather. Marlboro  
Jerdange, a Heller jersey, does something  
about it—fights heat, ices summer!

shirt: THE STOWAWAY about \$3.95

blouse: THE VALIANT about \$3.95

Available at better stores everywhere, or write Dept. L

**Marlboro SHIRT COMPANY, Inc.**

Baltimore 1, Maryland • Empire State Bldg., New York 1

REMEMBER—AMERICA PLAYS  
IN MARLBORO SPORTSWEAR.

He'll Hanker  
for Hamburgers with

**A-1**  
SAUCE

the dash that makes the dish



Ask for A-1 when dining out, too.





*In 1892 only 20,000 people were able to see Cleveland accept the presidential nomination.*

**TODAY YOU GET  
A CLEARER PICTURE!**

**See the Conventions Over CBS-TV on a WESTINGHOUSE with the Electronic Clarifier**



You'll enjoy a new high in television performance, a clearer and more intimate view of politics, sports, comedy and drama, when you watch them on a new big-screen Westinghouse set.

Westinghouse gives you a combination of basic technical improvements that produces the best television pictures you've ever seen, completely reliable perform-

ance, simplified tuning for present and future stations, and power that opens "fringe" areas to real television enjoyment for the first time.

**PICK THE WINNER**

Pick Westinghouse with exclusive Electronic Clarifier. The model illustrated has gigantic 24-inch picture in a hand-rubbed cabinet of mahogany and mahogany veneers. THE MADISON, Model 688K24.

**WESTINGHOUSE TELEVISION  
WITH THE ELECTRONIC CLARIFIER  
GIVES YOU CLEAR PICTURES THAT STAY CLEAR**

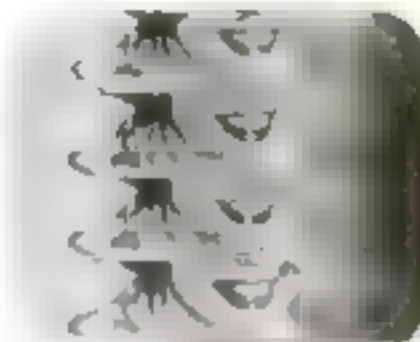
Another first for Westinghouse engineering; another reason why you can be sure . . . if it's Westinghouse.



**NO STREAKS**



**NO FLUTTER**



**NO TLOP-OVER**

*The Westinghouse political broadcasts begin July 6th on both CBS-TV and CBS Radio Networks. See your local newspapers for time and station.*

**YOU CAN BE SURE... IF IT'S** *Westinghouse*





**Finest flavor on earth...**

ANYONE who has a love for the good earth in his heart knows what we mean. The flavor of fresh-shucked corn is *more* than something good to eat.

It's waving fields and summer sun and the hum of morning bees all wrapped up in one tender mouthful.

That's why the Green Giant takes such pains to capture that tenderness at its *fleeting moment of perfect flavor*. Naturally, he doesn't bother with ordinary corn. Niblets Brand is his own exclusive breed (D-138).

Open up a can of this proud product of the good earth tonight.

Green Giant Company, headquarters, LaSalle, Minnesota. Fine Foods of Canada, Ltd., Tecumseh, Ontario.  
Niblets Brand Reg. U.S. Pat. & Tm. Office

**Niblets**  
BRAND  
**SWEET Corn**



# LETTERS TO THE EDITORS

## DEAF-MUTE'S DRAWINGS

Sirs:

Janos' picture ("Speaking of Pictures," LIFE, April 28) did kind of affect me and some of my friends, and our school hobby is writing to children of other countries (if they can read English). What's his address?

SHELLEY CUTHRAN

Atlanta, Ga.

Sirs:

We would like further details. Would he be available for adoption?

MRS. MARGARET A. NOVELLI

Boston, Mass.

Sirs:

I want him very much. He could have his own bedroom, we'd help him make friends who would be welcome, we'd see to it he got the education and help and love he needs.

Mrs. GEORGE WARD

Richmond, Calif.

● Provided an application is satisfactory, Austrian authorities would swiftly grant their approval for the adoption of Janos. However a U.S. entrance permit would be necessary as well as approval from occupation officials in the British zone of Austria where he lives. Inquiries may be sent to Frau Landesrat Matzner, Steiermarkische Landesregierung, Abteilung 9, Hofgasse 12, Graz, Austria. Doctors call Janos' progress remarkable, are now certain his speech and hearing can eventually be restored.—ED.

## CAMERA MAKES CATCH

Sirs:

Many people have called my attention to the trout picture ("Camera Makes a Big Catch," LIFE, April 28). Each person said, "Why didn't you send your picture to LIFE?"

I am enclosing my own black-and-white picture "Strike!" which is now at the World Exhibition in Lucerne, Switzerland.

RICHARD C. SHACKLETT

Twin Falls, Idaho



IDAHO PHOTOGRAPHER CATCHES TROUT AS TROUT CATCHES FLY

## EASTER PARADE

Sirs:

Did you have to devote space to that pagan exhibition on Fifth Avenue Easter Sunday morning ("Easter Parade Turns Pro," LIFE, April 28)?

ELIZABETH SWAIN

Lemongrove, Calif.

Sirs:

It is said that we live in a Christian nation. I've always doubted that, but your article convinced me that the statement is a lie . . .

CHARLES FIX

Plymouth, Wis.

## BIGGEST FLOOD

Sirs:

As a postscript to your story ("Deep Snow, Hot Wind, Biggest Flood," LIFE, April 28), I thought you might be interested in this letter from my sister in Onawa, Iowa. She writes:

"On April 8, the dike broke, and by night water was running across the pavement just south of Blencoe. Then began frenzied activity to save everything possible. It rained, snowed and rained again. We had 1,000 bushels of beans in the bins and every load had to be pulled, dragged and hauled out of muddy yards.

"I cleaned the basement—carried all the fruit up and all the junk out to the dump. I made more trips up and down those stairs in one day than I would ordinarily in six months. I carried and carried and the more I took out, the more there seemed to be. I emptied the freezer and took the contents uptown to the locker.

"The Disaster Headquarters were opened and organization was so efficient that you merely called them, told how many head of cattle you had to move, and a truck was on your farm ready to load out in 10 minutes. We were still hauling grain and so tired every night we would fall into bed to sleep about an hour, wake to hear the rain pounding on the roof and to worry till daylight, then get up and go at it again.

"Friday the 11th we sent our cattle out and sold all our chickens and sent off our sows. Then we took burner

CONTINUED ON NEXT PAGE

## GENUINE REGISTERED Keepsake DIAMOND RINGS



Your Keepsake  
....forever

Truly the most treasured of keepsakes, all through your life together, will be your Keepsake Diamond Engagement and Wedding Rings.

For of all nature's priceless gems, none fulfills so proud a tradition, nor shines so radiantly as a Keepsake Diamond Ring . . . the eternal symbol of love.

In selecting your diamond ring, remember that the finest quality diamond is your best buy. When you select a Keepsake with the words, "Guaranteed Registered Perfect Gem" on the tag, finest quality is assured. The famous Keepsake Certificate signed by your jeweler and Keepsake guarantees a perfect diamond. In many styles, from \$100 to \$10,000, at better jewelers everywhere.

- A. WESTWOOD Ring \$125. Also 200. Wedding Ring 30.
- B. LYNN Ring \$175. Also 225 to 350. Wedding Ring 100.
- C. CAMERON Ring \$300. Also 100 to 245. Wedding Ring 12 50.
- D. WELLESLEY Ring \$675. Also 300 to 975. Wedding Ring 100. ★Man's Diamond Ring \$100. Available at 1/2 to 2/3 to match all engagement rings.

All rings illustrated available in white as well as natural gold. Prices include Federal tax. Rings enlarged to show details.



Phone Western Union  
ask for "Operator 25,"  
she'll give you the name  
of your nearby Keepsake  
Jeweler. There is no charge  
for this service.

Keepsake Diamond Rings, A. H. Pond Co., Inc.  
120 East Washington, Syracuse 2, N. Y.

FREE Useful booklets, "The Etiquette of the Engagement and Wedding" and "Choosing Your Diamond Ring." Also 44-page "Bride's Keepsake Book" gift offer and your Keepsake Jeweler's name.

Name.....

Street and No.....

City and State..... I. 5 52

Amsterdam Antwerp Home Office — Syracuse, N. Y.

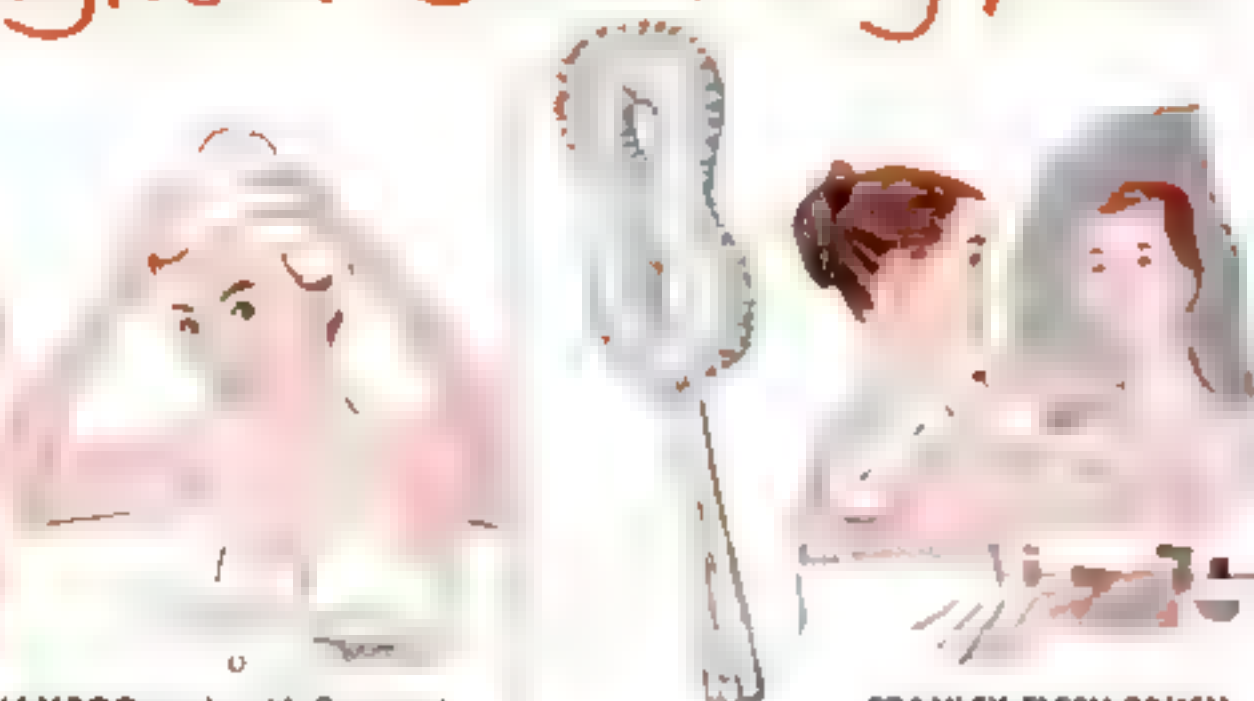




## SHOP AT STANLEY PARTIES\* FOR THESE Delightful Grooming Aids



**STANHOME SHAMPOO** made with Coconut Oil. Keeps hair lustrous, lovely.



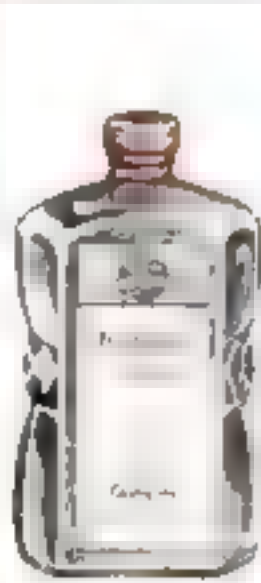
**STANLEY FLESH BRUSH** for stimulating dry massage, and with bath.



**STANLEY "LIFETIME" CLOTHES BRUSH** keeps garments free from dust, lint.



**STANLEY LADY CATHERINE**  
ALL NYLON HAIR BRUSH



**STANHOME BUBBLE BATH**, lilac scented. A foamy, refreshing, luxury bath.



**STANLEY NYLON STANITE COMB**



Featured exclusively by your friendly STANLEY Dealer at STANLEY Hostess Parties are many exquisite and practical grooming aids. Toilette articles of many types! Personal brushes! Hat and garment brushes! Lots of other "good grooming" items for each member of the family! Remember, too, that STANLEY leads with numerous QUALITY PLUS Products to save you time, work, money in housekeeping. Why not give your own STANLEY Hostess Party soon, and see? Just phone, or write, your STANLEY Dealer, your nearest STANLEY Branch Office, or communicate with STANLEY's Home Office in Westfield, Mass.



### \*Originators of the famous Stanley Hostess Party Plan

STANLEY HOME PRODUCTS, INC., WESTFIELD, MASS.  
Stanley Home Products of Canada, Ltd., London, Ontario

(Copy: Stanley Home Products, Inc., 1952)

## LETTERS TO THE EDITORS

CONTINUED

and blower out of the furnace, moved the water heater and softener, the motor from the pump, the washing machine, tubs and separator, packed a few clothes and left on Saturday night. As far as we could see there were loaded stock trucks almost bumper to bumper. This traffic was rolling at an average of 50 mph. One man said it had rolled like that with never a stop for 72 hours.

"We stayed in Mapleton until Thursday when the waters began to recede. The next day we went home and waded down our driveway and up the walk.

"Today we moved the cows back, set the separator up in the garage and did more sweeping and cleaning. I bring water from town to drink, and have a 20-gallon jar which we fill from the pump and break with lye for dishwashing and toilet use. Yesterday I went up on the road just before dinner. I heard the darndest racket and looked over in the neighbor's field. There were from 15 to 20 great big fish jumping and playing in the water right under the top wire of his fence. Today no fish, no water—a beautiful field of wheat."

LUCILE O. BONNAR

Princess Anne, Md.

Sirs:

The flood story was excellent, but to keep the zoological record straight I must point out that the animal is a 13-striped ground squirrel (*Citellus tridecemlineatus*). The true gopher, a related rodent, is built more on the lines of a bulldozer.

JOHN P. CHANDLER

Philadelphia, Pa.

● In the Midwest the ground squirrel is often known as a "gopher" and it is commonly referred to as a "gopher" by many zoologists.—ED.

### DUCHAMP AND DADA

Sirs:

Your reproductions of Marcel Duchamp's works ("Dada's Daddy," LIFE, April 28) clearly illustrate the wide gulf that exists between inspired and original art and self-conscious, rationalized imitation.

Nude Descending a Staircase is as fresh and stimulating today as it was in 1913. It is one of the world's masterpieces. The rest of "everything important that I have done" ranks from schmalz to phooey.

GINO J. SIMI

Washington, D.C.

CONTINUED ON PAGE 11

Address all editorial and advertising correspondence to LIFE, 9 Rockefeller Plaza, New York 20, N.Y.

Subscription Service: J. E. King, Gen'l Mgr. Address all subscription correspondence to LIFE, 540 N. Michigan Ave., Chicago 11, Illinois.

Change of Address: Four weeks' notice required. When ordering change, please name magazine and furnish address reprint from a recent issue. If unable to do so, please state exactly how magazine is addressed. Change cannot be made without old as well as new address, including postal zone number. Time Inc. also publishes TIME, FORTUNE, ARCHITECTURAL FORUM and HOME & HOME. Chairman, Maurice T. Moore; President, Roy E. Larsen. Executive Vice President and Treasurer Charles L. Stillman; Executive Vice President for Publishing, Howard Black; Vice Presidents, Allen Grover, Andrew Benckell, C. D. Jackson, J. A. Linen, P. I. Prentice; Vice President & Secretary, D. W. Brumbaugh, Comptroller & Assistant Secretary, A. W. Carlson, Manager, March of Time Division, A. R. Murphy.



## NCB TRAVELERS CHECKS

Your journey will always be safe when you protect your funds with National City Bank Travelers Checks. Spend them just like cash at home and abroad. No risk, no problem of identification, and if they are lost or stolen, you will be fully reimbursed. Cost only 75c per \$100. Good until used. Buy them at your bank!

The best thing you know  
wherever you go

## NATIONAL CITY BANK TRAVELERS CHECKS

Backed by The National City Bank of New York  
Member Federal Deposit Insurance Corporation

FOR THE **WHITEST** SHOES

DEMAND **HOLLYWOOD** **sani-white**

HOLLYWOOD SHOE POLISH INC.  
RICHMOND HILL 16, N.Y.

**Corn Gone** what Relief!

Dissolve even toughest corns quickly, painlessly—without danger of infection 35c

**GETS-IT** LIQUID CORN REMOVER

IT'S A WORLD FAVORITE

FOR NEURITIC **PAIN**

GET QUICK RELIEF WITH **BAYER** **ASPIRIN**

FEEL BETTER FAST!



# For Brides...For Loved Ones

*a gift for that precious moment*

*Give freedom  
from clock-winding!*  
Only \$4.95!



**BE GOOD** to your gift budget and give a G-E Alarm Clock! No ticking to bother sleep. Graceful sweep-second hand. Perky red alarm-set hand. Husky, easy-to-see numerals. The *Link*, a sturdy beauty, costs a mere \$4.95\*.

## a GENERAL ELECTRIC CLOCK!

**A style . . . a color . . . for every room in the house.  
No winding! Quiet! Accurate! From \$4.95\* to \$19.95\*.**

How does one say, "Much happiness, dear, for years to come . . ."

How does one say, "I love you, Father . . . Mother . . . Sweetheart . . ."

A traditional way and a *fine* way is with a wonderful, wonderful General Electric Clock. The G-E Clock you give is accurate, dependable, and so quiet! It never needs winding. And through the years it becomes a valued friend . . . a warm remembrance of you . . . the giver.



**THE NEW HERALDER.** America's most popular electric alarm clock. Large, easy-to-read dial with shatterproof crystal. Smart, modern case. Big, luminous numerals, hands. \$6.75\*



**THE BEAU.** This beauty features wood-grain dial and top under modern shatterproof crystal. Luminous hands, hour dots. Red sweep-second and alarm-set hands. Pleasant, positive alarm signal. \$6.95\*



**THE DRUMMER.** Set it once and you need not turn on alarm again. Automatically resets itself—shut-off for late, week-end sleepers. Luminous hands, hour dots. Red numerals. \$7.95\*



**THE PURR-A-LARM.** For bedside table or dresser. White numerals stand out against deep-brown dial. Luminous hands, hour dots. Ivory case of plastic, functionally designed. \$5.95\*



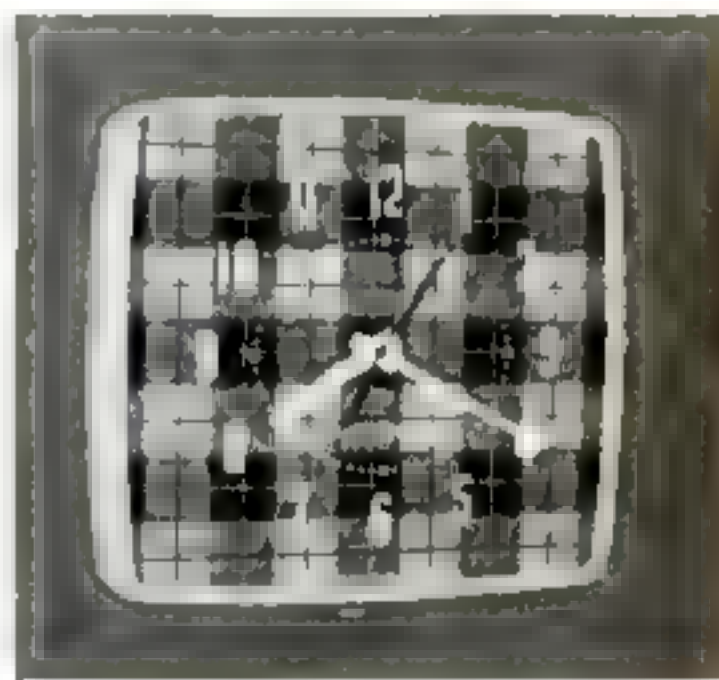
**THE TWEED.** Gold-colored frame, numerals, and hands stand out distinctively against white, textured dial. Red sweep-second hand. An alarm clock that also makes a wonderful desk clock. \$9.95\*



**THE CONCORD.** A rich, classic clock for the living room. Authentic 18th century design in polished brown mahogany. Dignified Roman numerals. Gold sweep-second hand and scroll work. \$19.95\*



**THE GOURMET.** Tops in kitchen clocks. Unique dial and large numerals make for oh-so-easy readability. A swish of a damp rag and it's clean! Brick red, canary yellow, dandelion green, or white. \$6.95\*



**THE CLANSMAN.** A bonnie kitchen clock in plaid design. Bright, new, brilliantly styled in four handsome plaids. Red, yellow, blue, green. Easy-to-read dial, shatterproof crystal. \$6.50\*

*Bride's Day, every day in June • Father's Day, Sunday, June 15 • Anniversaries, every day in the year.*

Select your gift clock from General Electric Clocks now!  
General Electric Company, Small Appliance Division, Bridgeport 2, Connecticut.

GENERAL  ELECTRIC

\*All prices plus applicable taxes.  
Prices subject to change without notice.



# oh-oh! DRY SCALP!

GOSH! HOW CAN A MAN WITH SUCH GOOD LOOKS LET DRY SCALP SPOIL IT ALL! — THERE'S NO DOUBT ABOUT IT — HE NEEDS 'VASELINE' HAIR TONIC!



## NOW NED KNOWS

Now see the difference! When you check Dry Scalp, you keep hair neat and handsome-looking . . . relieve itchy scalp and loose dandruff. You get all these benefits with 'Vaseline' Hair Tonic because it supplements natural scalp oils . . . gives double care to scalp and hair. Contains no alcohol or other drying ingredients. Try it! (It's economical, too.)



Hair looks better...  
Scalp feels better...  
when you check DRY SCALP with  
**Vaseline HAIR TONIC**

TRADE MARK ®

VASELINE is the registered trade mark of the Chesebrough Mfg. Co., Cos'd

## LETTERS TO THE EDITORS

CONTINUED

Sirs:

A waste of space in your magazine. . . .

MANUEL TRONCOSO  
Bronx, N.Y.

Sirs:

For me, Duchamp is the courageous type of human—the person who is not afraid to live up to himself and laugh at the rest of the world.

KENNETH BARTON  
New York, N.Y.

### NEWSFRONTS OF WORLD

Sirs:

As a former member of the Vienna Burgtheater, I would like to question the painting allegedly by A. Hitler ("\$20,000 for a Tenth-Rate Painting," *LIFE*, April 28). The old Burgtheater was torn down in 1888—six months before Hitler was born!

Besides I remember this print as a very familiar and well-known etching.

GUSTI HUBER-BESCH  
Mount Kisco, N.Y.

Sirs:

The picture you printed is a copy of the famous artist Rudolf Alt's original, whose reproduction I am enclosing. I am sure the copy is not Hitler's work.

ALOIS METZI  
George School, Pa.



HITLER'S VIEW OF VIENNA



ALT'S VIEW OF VIENNA

● Hitler often copied the work of other artists.—ED.

### LE JAZZ, STILL HOT

Sirs:

Your saxophone ("Le Jazz, Still Hot in Paris," *LIFE*, April 28) looks like an instrument that I played in the East Atlanta Elementary Band—a B flat contrabass clarinet. Right?

Atlanta, Ga.  
● Right.—ED.

### THE EISENHOWER STORY

Sirs:

Thank you for showing us why we so instinctively turn to Eisenhower ("Eisenhower of Abilene," *LIFE*, April 28). There's a quality about him . . .

J. C. THRASHER  
Eatontown, N.J.

Sirs:

. . . It makes one thankful for his heritage.

ROBERT J. BEIRNE  
Loretto, Pa.

CONTINUED ON PAGE 21

# LET'S EAT!



## NO FEAR OF ACID INDIGESTION, HEARTBURN, NOW!

Eat without fear of acid indigestion. Just take one or two Tums. Gas, heartburn, full feeling go fast. Tums neutralize excess acid, soothe and settle upset stomach. Tums do not over-alkalize or cause acid rebound. Cannot irritate delicate stomach or intestinal lining.



✓ TRY ONE OR TWO TUMS AFTER BREAKFAST  
SEE IF YOU DON'T FEEL BETTER

Ask for these quality names . . . for your car!

Not just rebuilt - Not just repaired

REMANUFACTURED



S. A. SHENK & CO. Columbus, Ohio

## LOOK! Amazing New Gem Discovery

### More Brilliant Than a Diamond!

### And Looks Exactly Like a Diamond.

Send for FREE illustrated booklet that tells the story of this new gem . . . the latest miracle of science discovered in the laboratories of one of the world's largest corporations. Only an expert can tell it from a diamond.

### Costs Far Less Than a Diamond!

The Kenya Gem has more fire and more brilliance than a diamond, yet you can now own a large, 1-carat Kenya Gem for only \$27, tax incl. a lady's stylish 1-carat Kenya Gem ring in 14K gold for as little as \$48, tax incl. Also men's rings, ladies' earrings, pendants. EASY PAYMENTS if you wish.

Write Today or Mail Coupon for FREE Illustrated Booklet!

KENYA GEM CORPORATION  
DEPT. 4352, Philadelphia 44, Pa.

—Send No Money! Mail This FREE Coupon—

Kenya Gem Corp., Dept. 4352, Philadelphia 44, Pa.  
Please send me, without obligation, the FREE illustrated booklet telling all about Kenya Gems.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_



# In the Good Old Summer Time -Keds



**GLADIATOR KEDS** give a new twist to the old story. Let's go back to the days of the gladiators. Look at that ripped leather! These are not your ordinary canvas shoes. They're made of a special material that's as tough as the old leather. So it's not just a pair of shoes, it's a pair of warriors. The full-breasted duck is just the beginning.



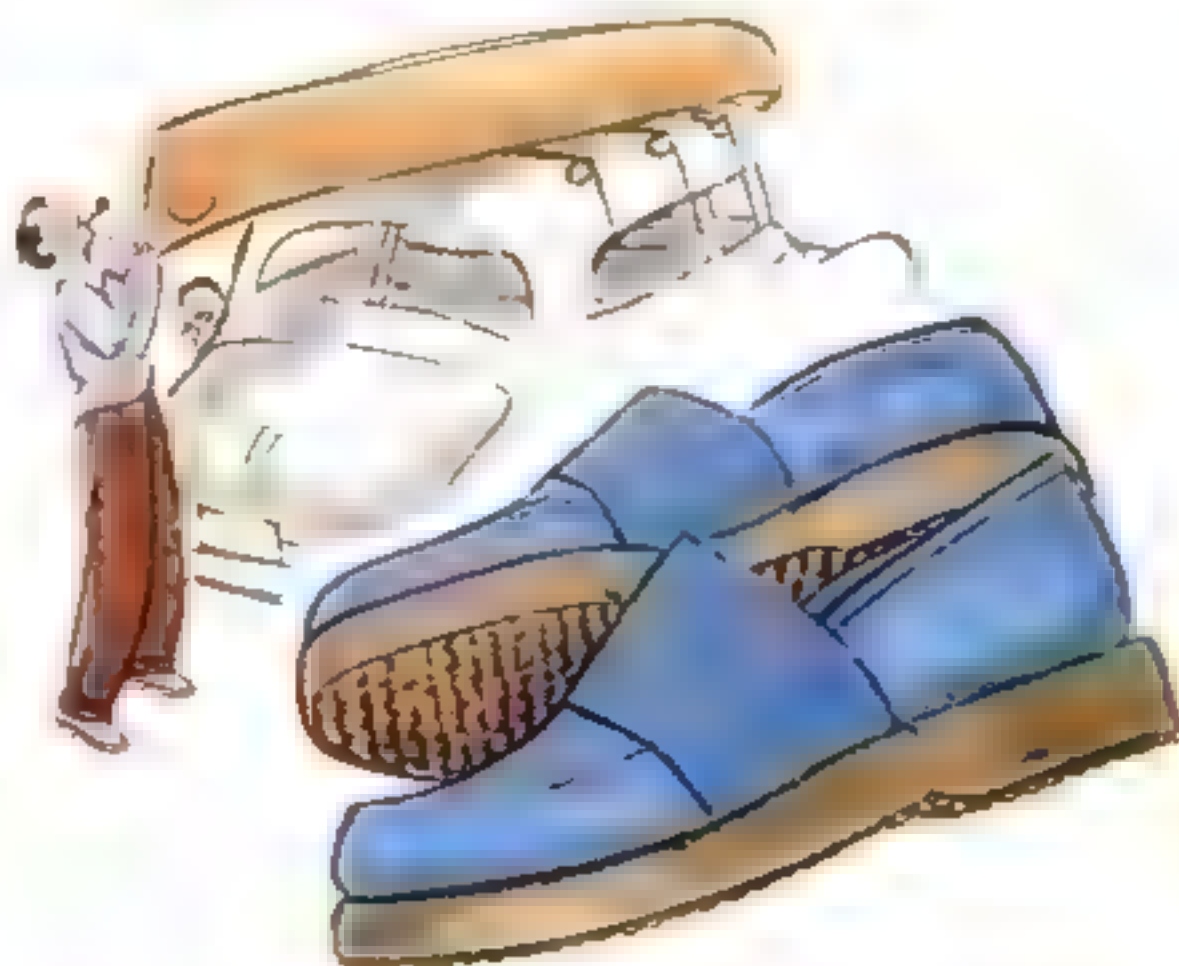
**NEW! DRESS 'N PLAY KEDS** are a new twist on the old story. They're made of a special material that's as tough as the old leather. So it's not just a pair of shoes, it's a pair of warriors. The full-breasted duck is just the beginning.

## U.S. Keds®

*The Shoes of Champions—They Wash*



**CIRCUS KEDS** are a new twist on the old story. They're made of a special material that's as tough as the old leather. So it's not just a pair of shoes, it's a pair of warriors. The full-breasted duck is just the beginning.



**SLIP-ON CASUALS** are a new twist on the old story. They're made of a special material that's as tough as the old leather. So it's not just a pair of shoes, it's a pair of warriors. The full-breasted duck is just the beginning.

*Natural Support*  
KEDS SHOCKPROOF ARCH CUSHION  
AND SCIENTIFIC LAST

Cushion Shockproof Heel

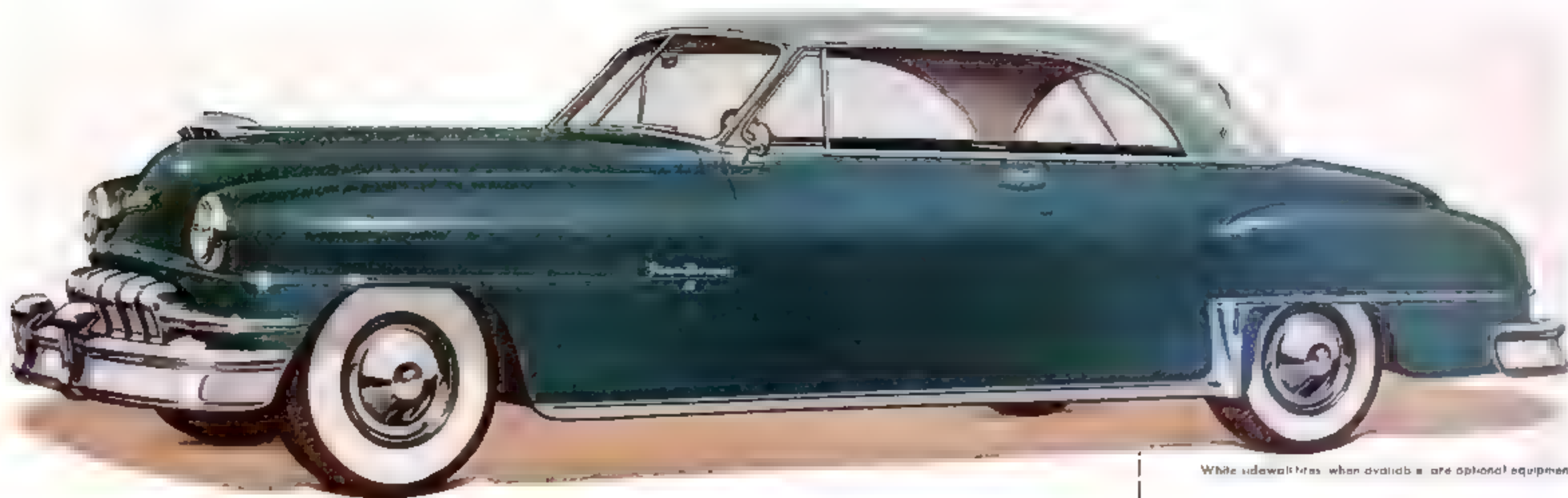
Heel-to-toe  
Cushioned  
Insole

Scientific Last  
for straight-line  
toe-action



UNITED STATES RUBBER COMPANY  
ROCKEFELLER CENTER • NEW YORK





White sidewall tires when available are optional equipment.

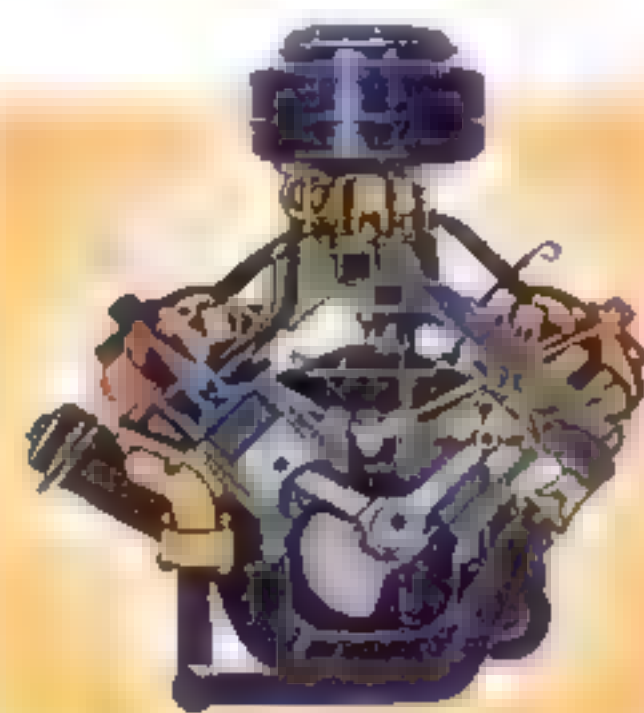
*Why you should drive a*

# DE SOTO

## Fire Dome 8

Any car that could give 160 horsepower<sup>\*</sup> on regular gas would be remarkable. If in addition it had No-Shift Driving<sup>\*\*</sup>, Power Steering<sup>\*\*\*</sup> and Power Braking, it would be sensational. Well, that's the new De Soto V-8. Driving is believing!

DE SOTO DIVISION, CHRYSLER CORPORATION



**\* MIGHTY** De Soto Fire Dome 160-h. p. engine... with dome-shaped combustion chambers and centered spark plugs... is America's most advanced design!



**\*\* FAMOUS** De Soto Tip-Toe Hydraulic Shift with Fluid Drive, or with Fluid-Torque Drive... offers you America's finest No-Shift Driving!



**\*\*\* NEW** De Soto Full Power Steering improves road control, makes parking child's play. Easy as dialing a phone—you can turn the wheel with one finger!

DE SOTO-PLYMOUTH Dealers present **GROUCHO MARX** in "You Bet Your Life" every week on both RADIO and TELEVISION... NBC networks



IT'S A FAMILY TRADITION



...the bronzed baby shoes!



...the dependability of  
Johnson's Baby Products!



When you buy cotton tips...  
buy the dependable  
**JOHNSON'S** brand!

## LETTERS TO THE EDITORS

Sirs:

Please explain the conflict between your statement on Ike's wrenched knee and that given in the West Point year-book. Tell us fairly, was Ike's knee hurt and busted by a Carlisle Indian or a Tufts Jumbo?

RALPH WOODWARD

Kennebunkport, Maine

● Both. Wrenched in the Carlisle game, Ike's knee was badly hurt again in the Tufts game a week later.—Ed.

Sirs:

Apparently the first name of Senator Bristow wasn't the only subject Ike didn't "bother to look up" when writing his letter of application. In the letter printed on page 116, dated Aug. 20, 1910, he states he "will be nineteen years of age this fall." The record of his birth in the family Bible printed on page 112 shows he "was born Oct. 14, 1890," making him 20 years of age the fall of 1910.

GORDON BUDD

Seattle, Wash.

● LIFE asked General Eisenhower for his comments on the Bristow letter, which came from the late senator's file, and found that he had later taken steps to clear up the discrepancy as the following cable states: "I was born 14 October, 1890, as recorded in the family Bible. I have no recollection of the letter you quoted, but I remember clearly that sometime late in 1910 or early 1911 I personally informed Senator Bristow that, having just learned of Naval Academy age regulations, I withdrew my application for appointment to that institution because of overage.—Dwight D. Eisenhower"

### PRINCETON'S RIOT

Sirs:

There were not "a thousand undergraduates," as you said in "We Want Janitors" (LIFE, April 28), but merely 300.

The riot was not a deliberate attempt to restore janitorial service. There was an outburst of spring fever accompanied by pillow fights, bugle calls and firecrackers.

SHELLEY M. ROSENBLUM, '55

Princeton, N.J.

Please send



to \_\_\_\_\_ name  
\_\_\_\_\_ address  
city \_\_\_\_\_ zone \_\_\_\_\_ state \_\_\_\_\_

**ONE YEAR \$6.75** in continental U.S.,  
Hawaii, Alaska, Puerto Rico, Virgin Is.  
(1 year at the single copy price would cost  
you \$10.40)

(Canada: 1 year, \$7.25)

Give to your newsdealer or to your local subscription representative or mail to LIFE, 540 N. Michigan Ave., Chicago 11, Ill. L-5-19

# Clean faster, easier with Jet Power <sup>SUPER</sup> Suction!

## UNIVERSAL Jet-99

NEW SUPER-TYPE VACUUM CLEANER



Naturally—  
NO DUST BAG  
TO EMPTY!

## EMPTIES IN 2 SECONDS



**JUST PRESS THE BUTTON...**

Nothing to take apart... no heavy motor to remove. No clips, no clamps... nothing to fidget or "wrestle" into position. The button and the bag are out front for easy access!



**TOSS THE PAPER BAG AWAY!**

No dust bags, no cans, no filters to empty. Just lift out the paper filter bag and throw it away. It's so simple and quick, it's the easiest cleaner in the world to empty!



Get a Free Jet 99 demonstration at this display.

In Canada sold by  
The T. Eaton Co., Limited

Landers, Frary & Clark (L-F)  
New Britain, Connecticut

Please deliver a New Jet 99 to my home for a thorough examination at no obligation to me.

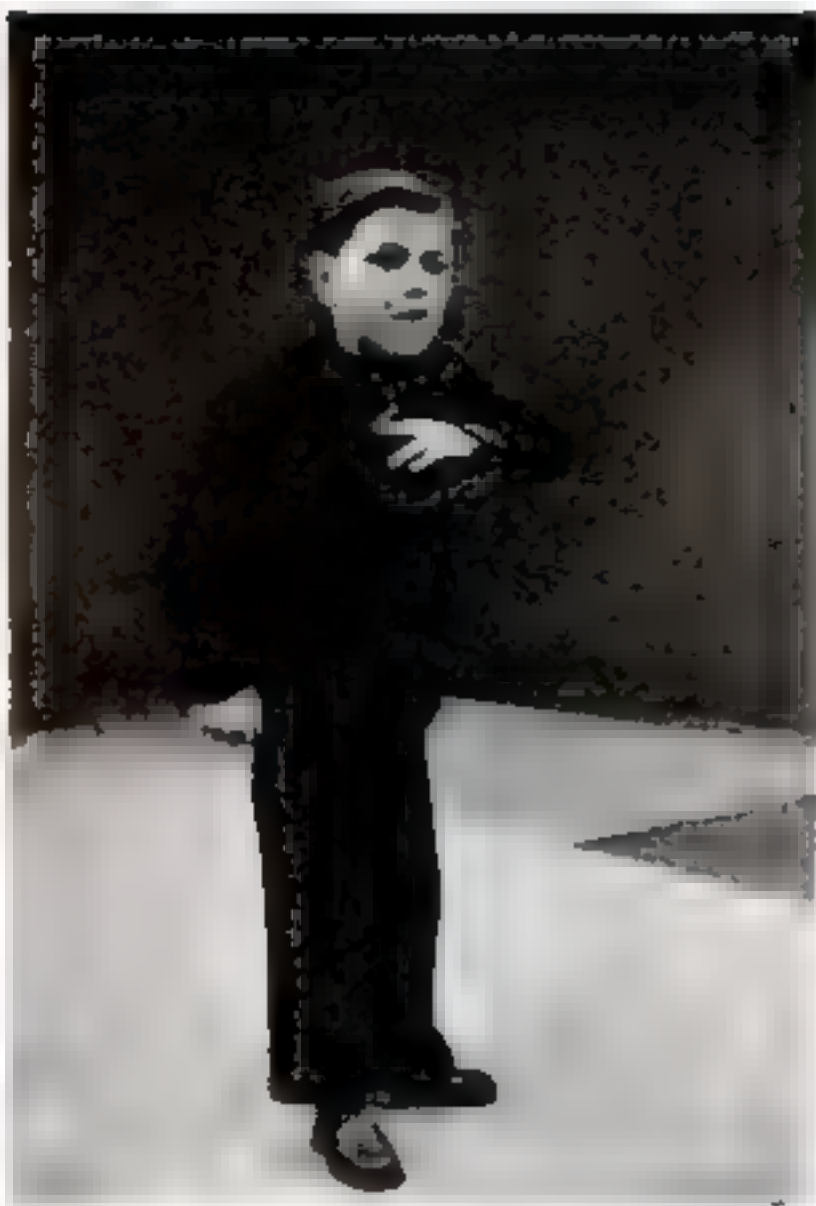
Name \_\_\_\_\_  
Address \_\_\_\_\_  
City & Zone \_\_\_\_\_ State \_\_\_\_\_

America's Most Complete Line of Home Cleaning Equipment

# UNIVERSAL

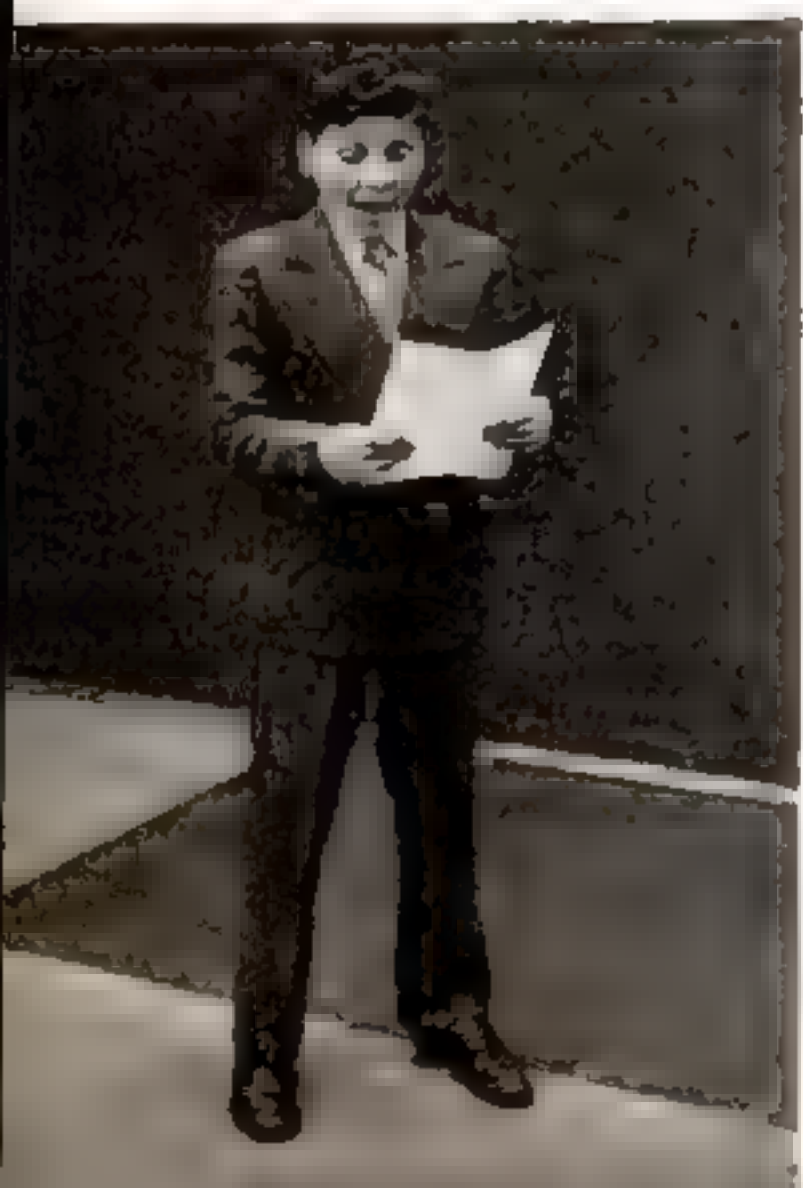
LANDERS, FRARY & CLARK, NEW BRITAIN, CONN.





**PLEADER** Ronnie Ross, 11, tries to get a friend to play baseball. "What's your name? You don't want to play? You know we can't do without you. You're coming? — Cool!"

**MAMA'S BOY** Chris Barbary, 9, recites his version of song, *Freckles*: "I'm jus' a little red-head freckled kid, and tho' my mother's pride and joy, I am worse than Perk's Bad Boy."



**FIGHT BROADCASTER** Clifford Sales, 13, yells, "Jimmy! They're in the ring! They spar for an opening! He's down! You big boob! Get up and fight! He's up! They clinch!"







**JOKESTER** Ricky Hamilton, 8 (five photos, *left*), narrates: "A man runs up, says, 'My clothing store!' I say, 'What-sa matter? A fire?' He says, 'Dope! My clothing's tore!'"

**INTERVIEWERS** at the audition, talking here with Ricky Hamilton, were Mike Meads (*left*) of the CBS casting office and Dorothy Mathews, who is co-producer of *Studio One*.



# SPEAKING OF PICTURES . . .

## Enthusiastic boy actors 'give out' to win choice television role in 'Treasure Island'

The budding Barrymores shown here are competing for the same plum: a choice dramatic role on a national television show. When *Studio One*, a CBS show, put out a call for a young actor to play Jim Hawkins in *Treasure Island*, 38 moppets showed up for an audition. Some of them were brought by their parents but most, already pros accustomed to pounding at studio doors hunting for work, came alone. What the CBS casting department was looking for, however, was not so much a boy actor as a "real boy"—one who would look natural climbing up a ship's rigging. They knew that child actors, more than their adult counterparts, tend to be too self-conscious and too posturing. As expected, when they asked the 38 candidates for a monolog of their own choosing, most of them really "gave out" and made big little hams of themselves. How they acted and what they said is shown on these two pages. On the next page is the boy who finally got the role.



**HUNGRY BOY** at table, Dickie Orlan, 12: "Mother, these potatoes are hard. . . . I didn't say I didn't like them; I just said they were hard. Can't a person express an opinion?"

**GRAMMARIAN** doing homework, Dick Brewster, 11 (*left*): "A conjunction? Now, let's see, what's a conjunction? It's a word used to connect words. . . . Gosh, I hate homework!"



**DOG LOVER** Jeffrey Bolton, 12 (two pictures, *left*): "Here, Lucky! . . . Here boy, where are you? That's funny. . . . He always comes when I whistle. . . . Lady, did you see a dog?"

**TOUGH GUY** on way to Boys Town, Bobby Nick, 12 (*right*): "You gotta nerve taking me. Who's Padre Flanagan? . . . I don't wanna go to no monastery. . . . I'll spit on 'em!"





# ONLY COLGATE DENTAL CREAM HAS PROVED SO COMPLETELY IT STOPS BAD BREATH\*

\*SCIENTIFIC TESTS PROVE THAT IN 7 OUT OF 10 CASES, COLGATE'S INSTANTLY STOPS BAD BREATH THAT ORIGINATES IN THE MOUTH!




**Colgate's Has the Proof!  
IT CLEANS YOUR BREATH  
WHILE IT CLEANS YOUR TEETH!**

For "all day" protection, brush your teeth right after eating with Colgate Dental Cream. Some toothpastes and powders claim to sweeten breath. But only Colgate's has such complete proof that it stops bad breath. There's a big difference!



**Colgate's Has the Proof!  
COLGATE DENTAL CREAM  
IS BEST FOR FLAVOR!**

Colgate's wonderful wake-up flavor is the favorite of men, women and children from coast to coast. Nationwide tests of leading toothpastes prove Colgate Dental Cream preferred for flavor over all other brands tested!



**Colgate's Has the Proof!  
THE COLGATE WAY  
STOPS TOOTH DECAY BEST!**

Yes, science has proved that brushing teeth right after eating with Colgate Dental Cream stops tooth decay best! The Colgate way is the most thoroughly proved and accepted home method of oral hygiene known today!



No Other Toothpaste or Powder  
OF ANY KIND WHATSOEVER  
Offers Such Conclusive Proof!

**READER'S DIGEST** reported the same research which proves that brushing teeth right after eating with Colgate Dental Cream stops tooth decay best! And, while not mentioned by name, Colgate's was the only toothpaste used in this scientific research.

**Get PURE, WHITE, SAFE COLGATE'S Today!**

## YOUNG ACTORS CONTINUED



**IN AUDITION** Peter Avramo recited an excerpt from Saroyan's *Human Comedy*. Casting report said: "Intelligent . . . real talent"

## THIS BOY GOT ROLE

The boy chosen to play Jim Hawkins was Peter Avramo, 11, who has a lot of the theater both in his blood and background. His Russian mother is a former ballet dancer and his father a lawyer for M-G-M. He played in the Veronica Lake road show of *Peter Pan*, acting the part of a lost boy named Slightly Soiled although he really wanted to play Peter Pan and resented the fact that the role had been given to a woman. He has also appeared in a tap dance routine on Arthur Godfrey's show. His great ambition is to play Robin Hood, and he keeps up his dueling practice just in case. On the first day of rehearsal of *Treasure Island* he showed up—unlike the adult actors—with about half the script already memorized. For his part in the show he received \$267.



**DURING SHOW** Peter plays alongside English Actor Francis L. Sullivan. The director said he did fine because "I really thought he was Jim Hawkins."



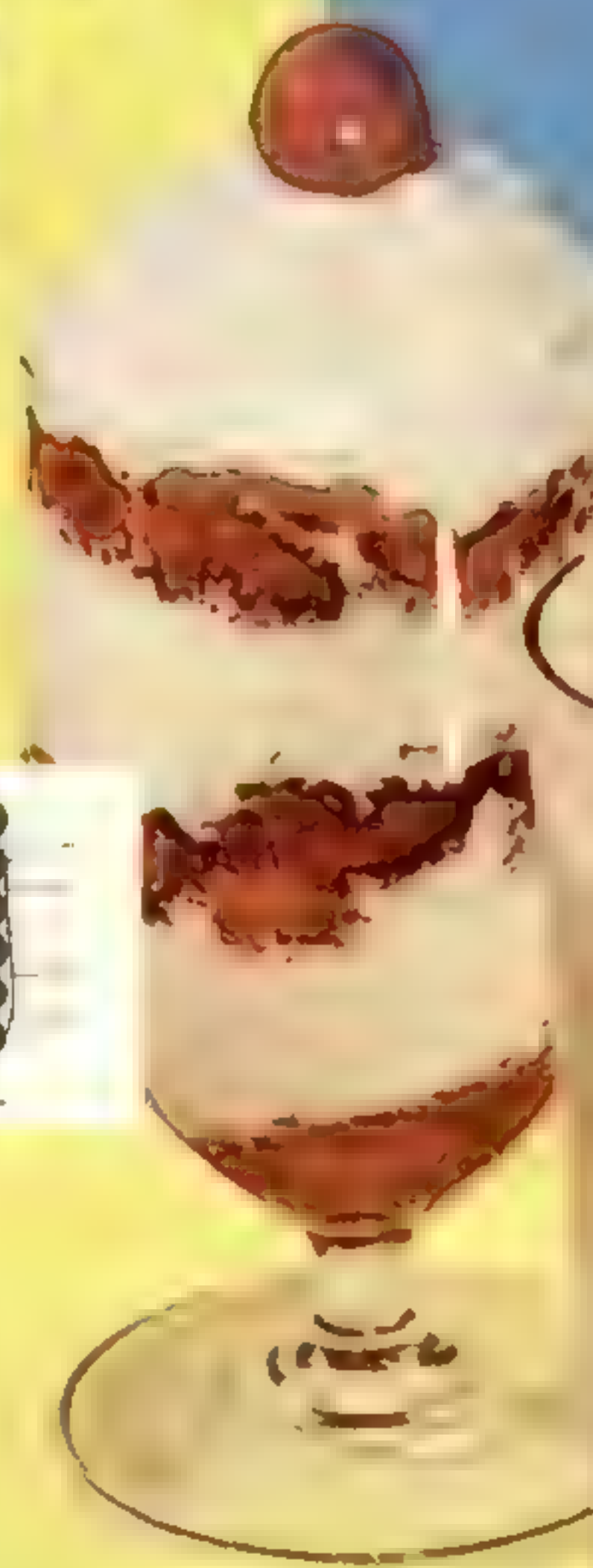
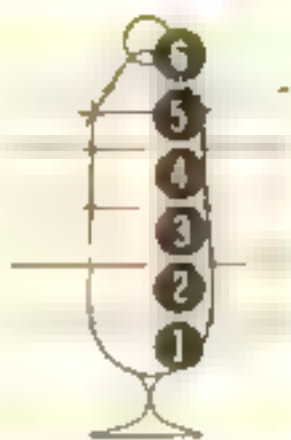
# Sealtest half-gallon special!

**May 15 through May 25**

Here's good news—rich, flavorful SEALTEST Ice Cream at a special economy price. Ask your dealer about this thrifty half-gallon buy. So easy to make these delicious dishes—and many others—as you take advantage of this money-saving package.

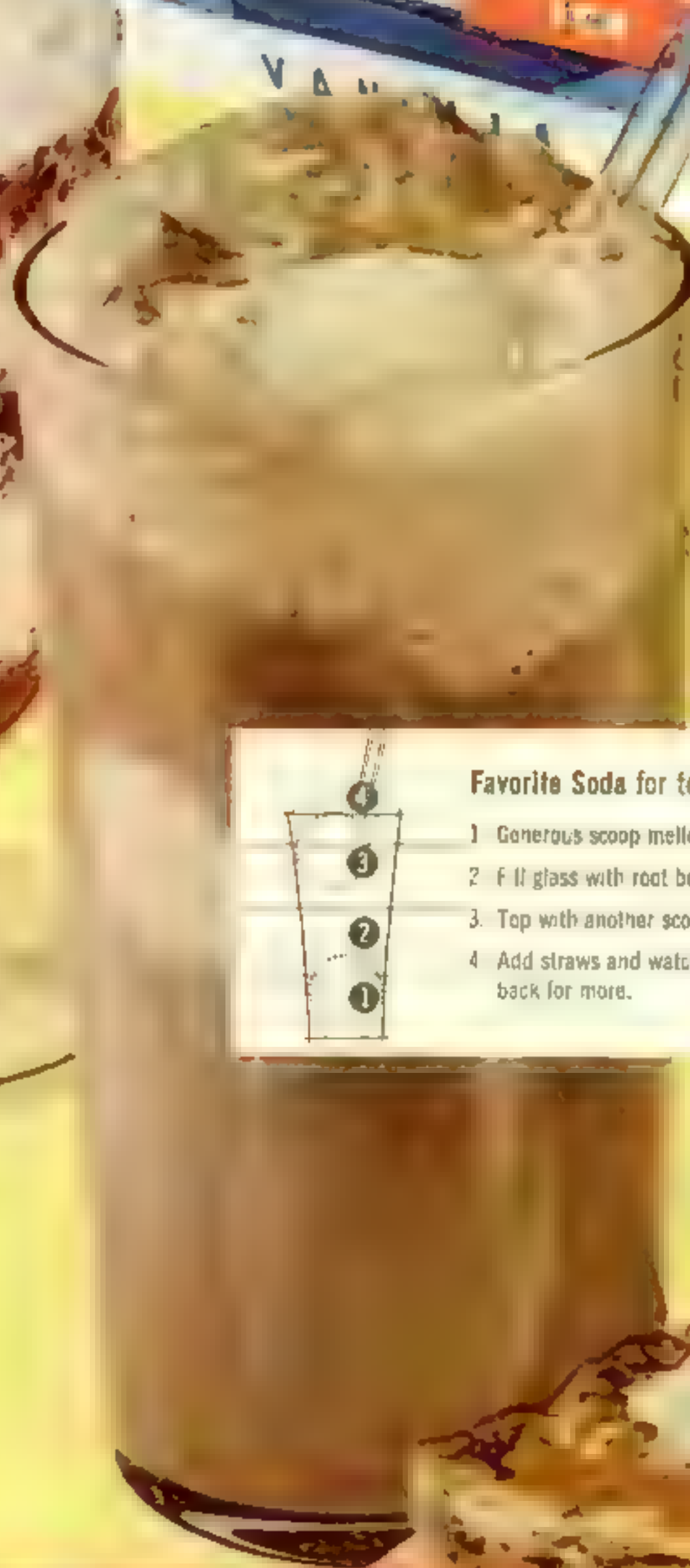
## Party Parfait for special events

- 1 Put layer of fruit preserves in parfait glass.
- 2 Add scoop of creamy Sealtest Ice Cream.
3. Another layer of fruit preserves.
- 4 Another scoop of Sealtest.
5. More preserves.
- 6 Top with whipped cream and cherry



## Favorite Soda for teen-age treats

- 1 Generous scoop mellow Sealtest Ice Cream.
- 2 Fill glass with root beer or favorite soda.
3. Top with another scoop of Sealtest.
- 4 Add straws and watch glasses come back for more.



## Sundae Best for de luxe desserts

1. Put generous scoop Sealtest Ice Cream in dessert dish
2. Cover with plenty of rich chocolate syrup
3. Top with whipped cream.
4. Crown with chunk of pineapple (or cherry, berry or salted nuts).



get the best... get

**Sealtest**  
TRADE MARK  
**ICE CREAM**



# You're Right in Style

Jarmans are the only shoes approved for fashion by the Mens Fashion Guild of America



## JARMAN Miracle Mesh

Cool Nylon mesh for your summer comfort

Designed to catch every passing breeze and lay it at your feet, these smart featherweight Nylon mesh styles are leading the Summer scene everywhere.

\$9<sup>95</sup> to \$16<sup>95</sup> Most Styles

For the happiest walking under the sun, take the cool path to Summer in Jarmans and you know you're right in style. Jarmans always look smart and distinctive. They are always authentically styled...the only shoes approved for fashion by the Men's Fashion Guild of America. Their elegance is expressed in the superb styling of rich textured leathers and the painstaking, custom-like workmanship of skilled craftsmen. And for blissful comfort, you have Jarman's famous *friendliness of fit* that makes these long wearing shoes feel like an old friend from the first step. Your Jarman dealer has a versatile collection of the season's newest styles. Try a pair, today! Look smarter... feel better.

JARMAN SHOE COMPANY, NASHVILLE, TENN.  DIV. OF GENERAL SHOE CORPORATION



## CONTENTS

### THE WEEK'S EVENTS

HEAT WAVE HITS THE POLITICAL SOUTH.....	29
SUNDAY TRAFFIC TIE-UP.....	35
A FAST GRAFT IS MADE ON THE "WASP".....	36
A BOOKIE BESMIRCHES A BIG CITY'S POLICE.....	38
VIENNA WELCOMES BACK ITS BELOVED PUMMERIN.....	40
BANZAIS RING WHERE BATTLE RAGED.....	42
WASHINGTON SEES CALL ME MADAM.....	45
LIFE ON THE NEWSFRONTS OF THE WORLD.....	47
RED CHINA'S CAPTIVE AMERICANS.....	51
SMOKY SPOOK STARTLES BOSTON.....	57
LITTLE NIAGARA.....	73
A PRISONER LIVES AT HOME.....	79

### EDITORIAL

THE REPUBLICANS IN THE SOUTH.....	34
-----------------------------------	----

### PICTORIAL ESSAYS

MY MEMORIES OF RENAISSANCE.....	80
TEXT BY HIS SON, JEAN.....	
COCA.....	132
PHOTOGRAPHED FOR LIFE BY ELIOT ELISOFFON.....	

### ARTICLE

A POLICY OF BOLDNESS, by JOHN FOSTER DULLES.....	146
--	-----

### TELEVISION

"... AT LAUGHABLY LOW PRICES...".....	63
---------------------------------------	----

### ANIMALS

SPORT WITH A MOUNTAIN LION.....	85
---------------------------------	----

### FASHION

POWDERED STREAKS.....	101
-----------------------	-----

### MOVIES

THIS MOVIE KISS GREW HOTTER.....	111
----------------------------------	-----

### SPORTS

ODIE'S DERBY DREAM.....	117
-------------------------	-----

### THEATER

THIS IS WHERE I CAME IN, by TOM PRIDEAUX.....	123
---	-----

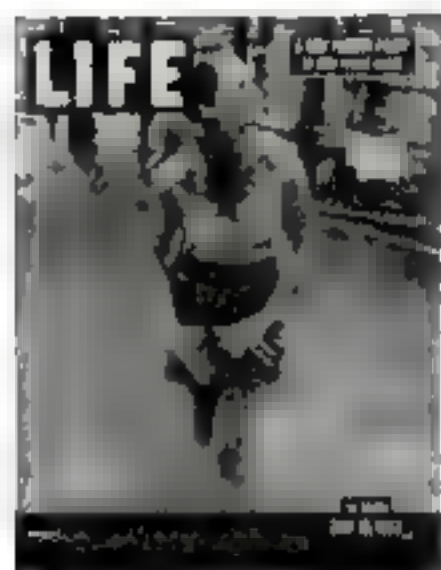
### MODERN LIVING

FANFARE FOR A NEW FABRIC.....	142
-------------------------------	-----

### OTHER DEPARTMENTS

LETTERS TO THE EDITORS.....	15
SPEAKING OF PICTURES: ENTHUSIASTIC BOY ACTORS "GIVE OUT".....	22
TO EARN A CHOICE TELEVISION ROLE IN "TREASURE ISLAND".....	22
SEQUEL: NEBRASKA APES MICHIGAN.....	105
LIFE GOES TO A COLLEGE JOUST.....	164
MISCELLANY: MERRILY HE ROLLS ALONG.....	168

THE COVER AND ENTIRE CONTENTS OF LIFE ARE FULLY PROTECTED BY COPYRIGHTS IN THE UNITED STATES AND IN FOREIGN COUNTRIES AND MUST NOT BE REPRODUCED IN ANY MANNER WITHOUT WRITTEN PERMISSION



### LIFE'S COVER

Raven-haired Kerima (real name Miriam Charrière) has olive skin which had to be darkened for her part as the heroine of *Outcast of the Islands* (pp. 111-114). This is her first role and because she is silent throughout the picture, Director Carol Reed had no problem perfecting her shaky English. Since she is more adept at French, the script had to be translated for her. On the set, however, Reed's directions were so explicit ("Eyes right, Miriam! Eyes left!") that the script was discarded. Kerima, who is 26, says she is "une femme sans homme. . . . My heart does not make boom boom for anyone."

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources, credit is recorded picture by picture (left to right, top to bottom) and line by line (lines separated by dashes) unless otherwise specified.

COVER—LOREY FILMS	94—COURTESY HARRY N. ABRAMS, PUBLISHERS—RICHARD J. BRITTAIN, WALTER CURT M.
22 THROUGH 24—ALFRED EISENSTAEDT	95—COURTESY HARRY N. ABRAMS, PUBLISHERS
25—ROBERT W. KELLEY	96—JOHN PH. LYN
26—HANK WALKER EXC. T. BY ROBERT W. KELLEY	97—COURTESY HARRY N. ABRAMS, PUBLISHERS—FERNAND BOURGES
27—ROBERT W. KELLEY EXC. T. BY HANK WALKER	98—EDWARD CLARK, COURTESY HARRY N. ABRAMS, PUBLISHERS—COURTESY THAMES & HUDSON PUBLISHERS, INC.
28—LY. JOHN DOMINIS EXC. BY ROBERT W. KELLEY	99—COURTESY HARRY N. ABRAMS, PUBLISHERS
29—ROBERT W. KELLEY	100—102 MULTON GREENE
30—FORT WORTH STAR TELEGRAM	103, 106 JOURNAL STAR PRINTING CO.
31—RUSS REED FOR OAKLAND TRIBUNE FROM A.P.	104—ALFRED EISENSTAEDT
32, 37—RALPH MORSE	105—ALFRED EISENSTAEDT LARRY BURROWS
33—H. Y. DAILY MIRROR FROM INT. EXC. BY ALLAN GRANT	106—LEONARD MCCOMBE A.P.
34—ALLAN GRANT	107—CEN. GEORGE MILLS—A.P.
35—WALTER SANDERS—AUSTRIAN STATE TOURIST DEPT., INT.	108—A. M. PATTERSON LOUISVILLE COURIER-JOURNAL
36—MICHAEL ROUGIER EXC. BY MARGARET BOURKE-WHITE	109—LEONARD MCCOMBE
37—HANK WALKER	110—ALFRED EISENSTAEDT
38—LY. WERNER BISCHOF FROM MAGNUM, BY GEORGE SKADDING	111—LEONARD MCCOMBE
39—CHICAGO DAILY NEWS, A.P.	112—ALFRED EISENSTAEDT
40—LY. KNOXVILLE NEWS-SENTINEL	113—GEORGE KARGER FROM PIX. JOHN BENNEWITZ
41—FIFTH ROW, CEN. BACHRACH	114—ARNOLD NEWMAN—PETER STACKPOLE
42—SECOND ROW, BY A.P.	115 THROUGH 117—LEONARD MCCOMBE
43—LEONARD MCCOMBE	118—DRAWING BY WALT KELLY
44—LEONARD MCCOMBE	119—ALFRED EISENSTAEDT
45 THROUGH 48—ALLAN GRANT	120—MAP BY TONY SODARO
49 THROUGH 52—JOE SCHERSCHEL	121—MAN BY TONY SODARO AND RICHARD E. HARRISON
53, 54—VICTOR KRAFT	122—JOHN PHILLIPS EXC. CEN. HUNGARIAN BULLETIN PHOTO SERVICE—UNITED PRESS EXC. CEN. A.P.
55 THROUGH 58—A. Y. OWEN	123—J. R. EVERMAN
59—EDWARD CLARK	124—WALTER SANDERS
60—FERNAND BOURGES	125, 126—GEORGE SKADDING
61—COURTESY HARRY N. ABRAMS, PUBLISHERS	127—JOE SCHERSCHEL
62—FERNAND BOURGES EXC. CEN. RICHARD J. BRITTAIN	

ABBREVIATIONS: BOT. BOTTOM; CEN. CENTER EXC. EXCEPT; INT. LEFT; RT. RIGHT; T. TOP; A.P. ASSOCIATED PRESS; INT. INTERNATIONAL THE ASSOCIATED PRESS IS EXCLUSIVELY ENTITLED TO THE REPRODUCTION WITHIN THE U.S. OF THE PICTURES HEREIN ORIGINATED OR OBTAINED FROM THE ASSOCIATED PRESS.

Feather-Pressed—Completely New Kind of Face Powder. Can't Spill! Won't Crumble or Cake... Yet Powders at the Feather-touch of a Puff!

Six Velvet-soft Shades! Feather-Pressed—



\$1.00\* (also refills the compact)

# YARDLEY

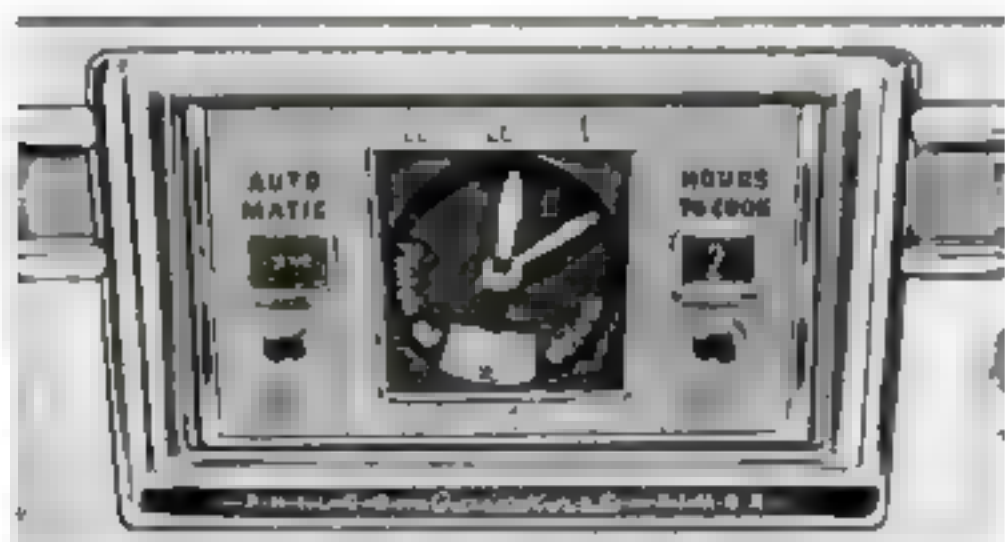
\*Plus Tax



# Revolutionary New 1952 PHILCO

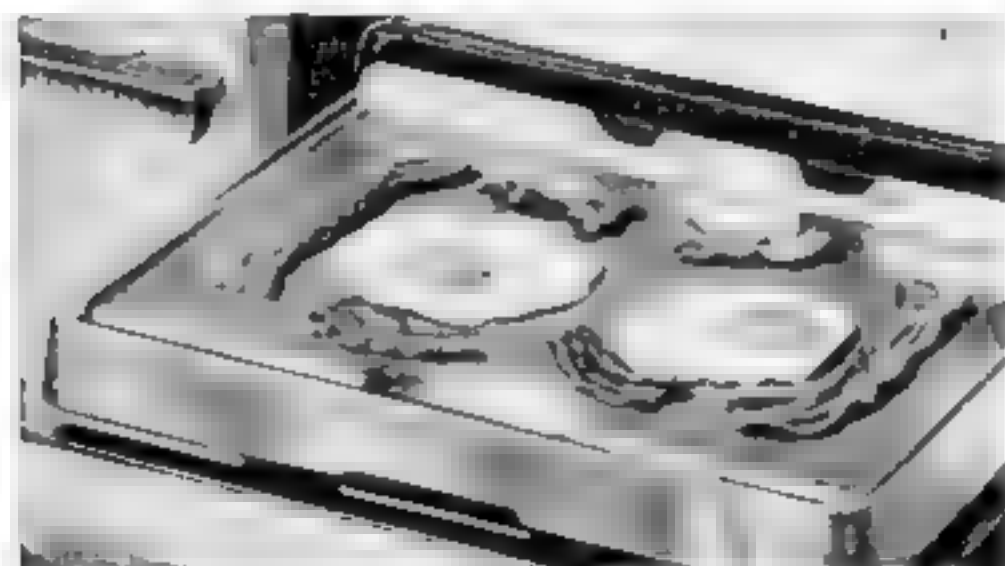
## —most completely automatic Electric Range of all!

with... ①...sensational  
**NEW QUICK-SET  
AUTOMATIC TIMER**



Set one knob for the hour you want dinner ready, the other for cooking time—that's all!

with... ②...spectacular  
**BUILT-IN  
JIFFY GRIDDLE**



Equal to 2 extra surface units—saves pots, pans, time. Ideal for quick snacks.

with... ③...exclusive  
**BROIL-UNDER-GLASS!**



No smoke, no soot, no stain! Broils meats, juicier, tastier—far less shrinkage.



The new Double Oven Philco 428—world's finest electric range

**L**UXURY and convenience never before seen in *any* range—here now in the exciting new automatic Philco!

Quick-set Automatic Timer that virtually thinks for you . . . Built-in Jiffy Griddle . . . Broil-Under-Glass! *Two* ovens—one thrift size, one *huge*. Thermo-color controls . . . super-speed surface coils . . . deep-well cooker. Automatic appliance outlet . . . interval timer . . . *two*-drawer storage.

Philco Electric Ranges from \$189.95 to \$419.95—every one famous for quality the world over.

# PHILCO

## *Electric Ranges*







*Here the winning  
candidate  
Speaks to the  
electorate.  
Flanked by seal and flag  
he stands  
And unflinchingly  
demands  
An Administration  
more sound.  
Note the party symbol  
(foreground).*

## HEAT WAVE HITS THE POLITICAL SOUTH

Last week there opened on Broadway a revival of *Of Thee I Sing*, the musical comedy satire of a U.S. political race whose hero, John P. Wintergreen, campaigns for the presidency. But at the very moment the curtain went up, a genuine political campaign was ending in Florida that made Broadway's lampoon look like an exercise in studied realism.

Senator Estes Kefauver, the tireless Tennessean, and Senator Richard Russell, the able Georgian, were both campaigning by day and night, land, sea and airway for the Democratic presidential nomination in Florida's preferential primary. It was a hard and hot (80° and more) political battle. Kefauver's campaign was the kind he has been conducting all along, and in Florida Russell almost matched him. Carrying the fight to his coonskin-wearing rival, he shamelessly donned a trick hat of his

own. Kefauver meanwhile shook hands interminably, even invading a courtroom in Clearwater to shake with the judge, jury and the attorneys for both sides. At one point Kefauver found himself in a Tallahassee printing plant soliciting the votes of printers who shortly before had sent to press half a million copies of anti-Kefauver literature. He was well received.

The outcome in Florida meant a great deal to both candidates (p. 32), but despite its importance both of them superbly played the role of Wintergreen, described in one of the *Of Thee I Sing* songs, *Wintergreen for President*, as "He's the man the people choose, Loves the Irish and the Jews." On this and the following two pages there appears a pictorial account of some of the highlights, captioned in Wintergreenlike couplets.





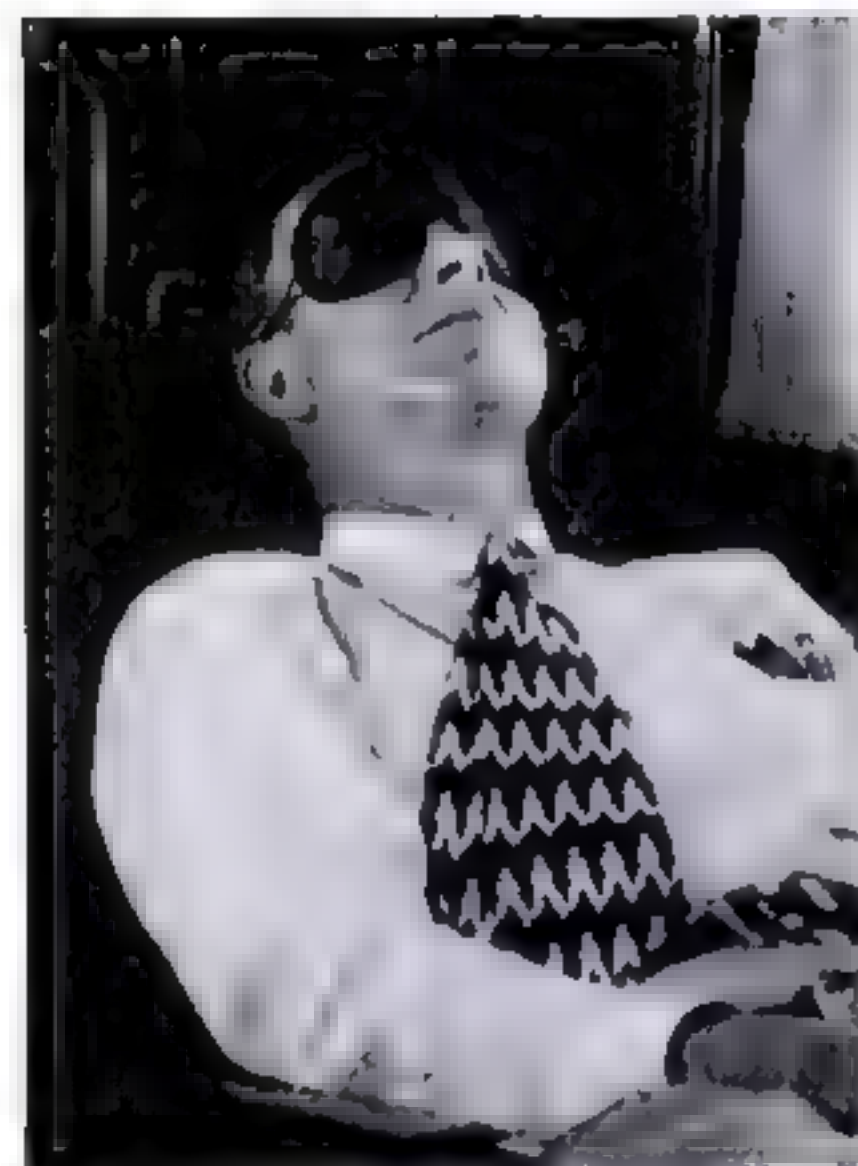
*Hot in Nawthern woolen clothes,  
Keef could still be quite verbose.*



*Russell, greeting  
low and high-born,  
Matched the coonskin  
with a tricorn.*



*All his buttons clearly state:  
A Kefauver delegate!*

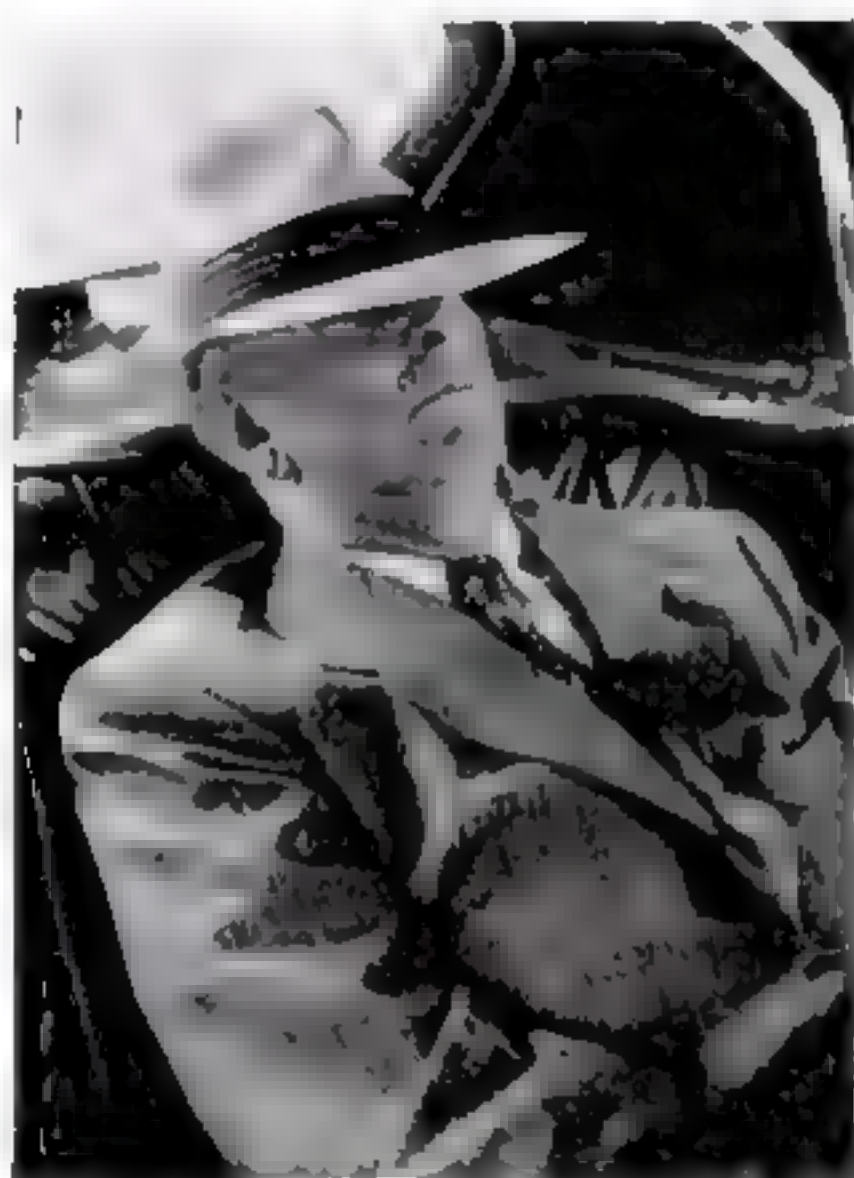


*Sleep mask spread  
across his map,  
Weary Keef  
tried hard to nap.*



*Petting kiddies is vote-getting  
So here is Estes, busy petting.*

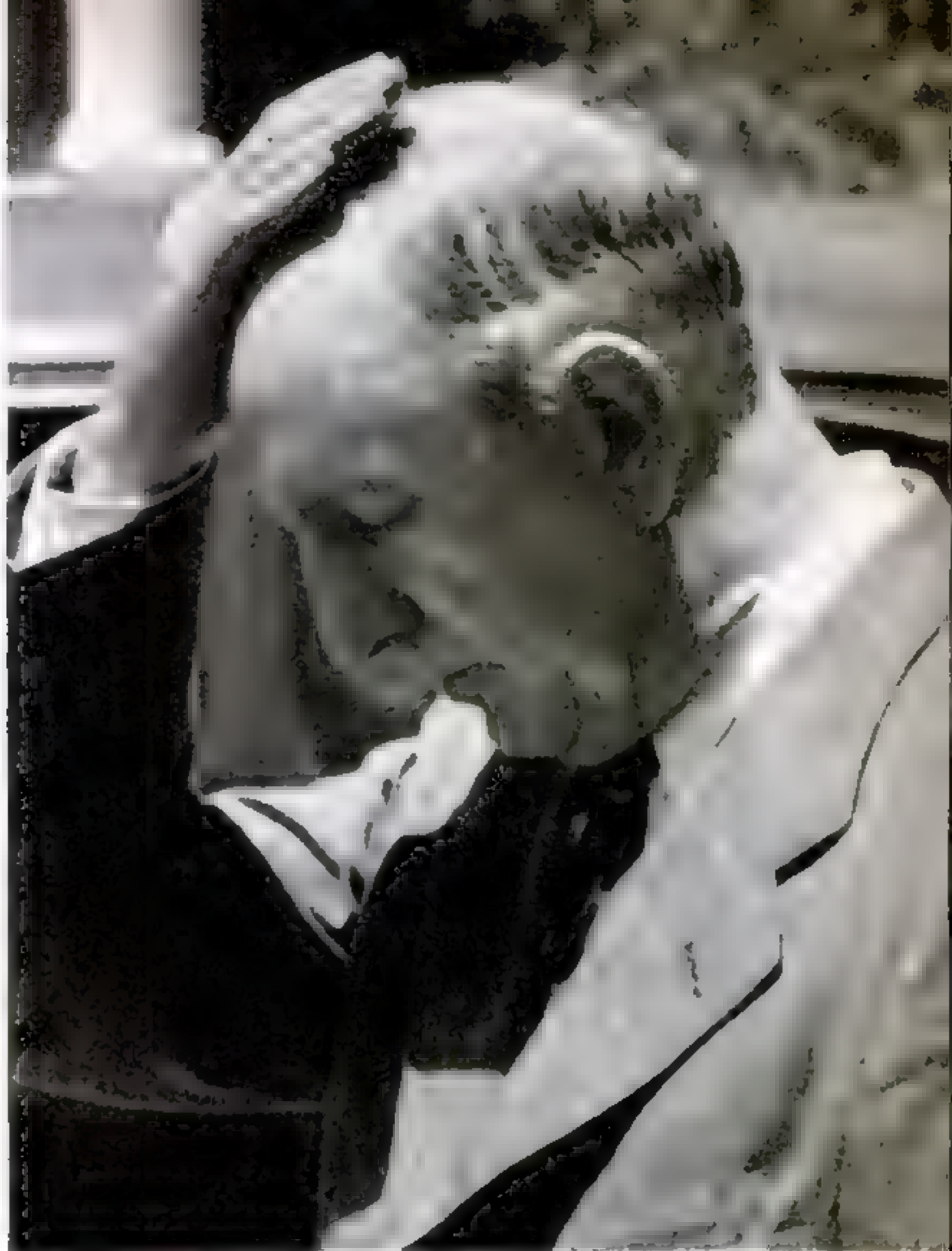




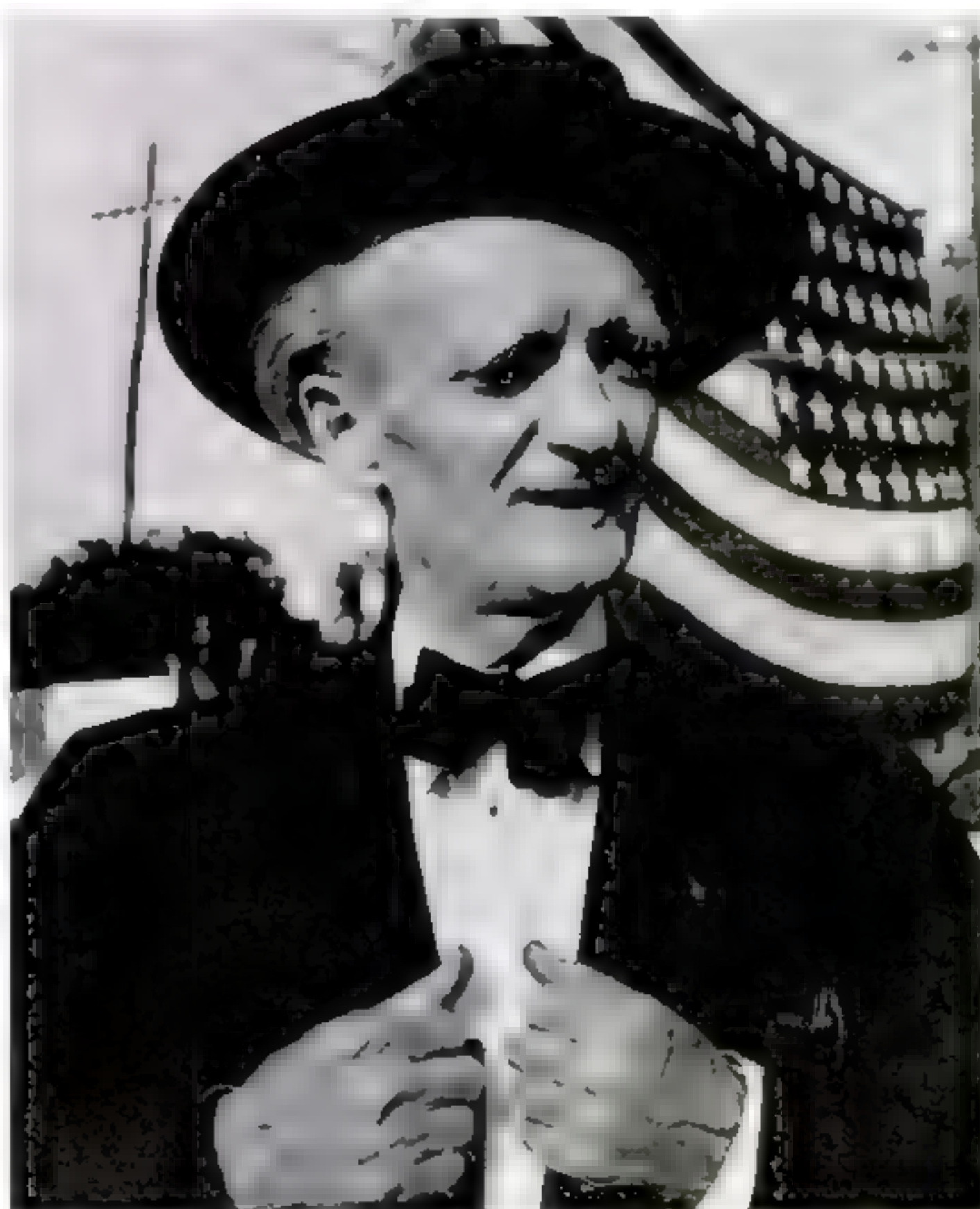
*Coonskin gone  
but hardly primmer,  
Estes donned a  
palm-fringed skimmer.*



*A Russell hug (just to exhort 'er)  
Almost throttled one supporter.*



*Russell's bare pate suffered torture  
Through one Santa Rosa scorcher.*



*Meet Judge Adams, vehement  
Russell man and Southern gent.*



## REPUBLICAN SIDESHOW IN MISSISSIPPI

For years among Mississippi Republicans the "Lily Whites," composed mostly of white men, have tried to wrest control of the state delegation to the G.O.P. national convention from the group in power, the "Black and Tans," mostly Negro. Last month as the Taft-favoring Tans gathered in Jackson to name delegates, they were invaded by the Eisenhower-supporting Lily Whites. In a brief and blowless contest for power which was only incidentally concerned with race, the Lily Whites pushed through their own slate, then the Tans elected theirs. Which one wins will be decided in Chicago this summer.



**LILY WHITES WALK IN**, their leaders (center) explaining to the policeman on duty that they have a right to be there and intend no violence.



**ONCE INSIDE**, the Lily Whites unfurl their banner, railroad through their list of delegates. The Tans sat silent and took no part in the voting.



**TANS TAKE OVER**—they had paid for the hall—after the Lily Whites leave. Secretary read convention call and then they elected their delegates.



RIVAL CANDIDATES APPEARED SIDE BY SIDE DURING A TELEVISION DEBATE

## FOR KEFAUVER THE DEFEAT MAY PROVE TO BE VICTORY

The Florida preferential primary, which is basically a popularity contest, marked the opening of Richard Russell's campaign for the presidency, but it may also have marked the beginning of its end. For while Russell handed Kefauver his first defeat in a primary since "Keef" launched his campaign, Russell won by only 346,000 to 275,000. As the candidate of the traditional Solid South, he was on relatively home ground (many Floridians originally came from adjoining Georgia) and he had a strong professional organization behind him. In contrast, Kefauver, hailing from Tennessee, was a relative dandy in Florida.

But Kefauver's almost appalling sincerity, as evidenced by his masochistic willingness to go without sleep or adequate nourishment for the privilege of speaking anywhere or shaking hands anytime, gradually won over his audiences. Russell, a veteran public servant of more than 30 years' experience, made something less than an indelible impression (opposite). Moreover he had the disadvantage of being warmly endorsed by Florida's doubtfully popular Governor Fuller Warren, a Kefauver target since the crime committee days. Warren renewed his old feud with Kefauver, even challenged him to a debate and then ran out on it (below).

Because its population includes many ex-northerners, Florida is not a typical Southern state. So its reaction to Russell vs Kefauver is not necessarily an indication of how Russell will fare in other parts of the Solid South (whose solidity does not extend to its Republicans—see left). For Kefauver, however, defeat by so close a margin in Florida was close to a victory. Originally he had been figured to lose by three- or four-to-one.



**THE EMPTY CHAIR** at the Warren-Kefauver TV debate, occasioned by Warren's absence, was dramatized by Kefauver who addressed pointed remarks to it.

**THE CAMPAIGN "EXCITEMENT,"** here sustained by Russell speaking from a handstand in Lakeland park, completely passes by the park's checker players.







# THE REPUBLICANS AND THE SOUTH

## THERE ARE SIGNS OF A CHANCE FOR A REAL TWO-PARTY SYSTEM

Senator Mundt (Rep., S. Dak.) never got off the ground with his hopeless scheme for a merger of the Republican and Southern Democratic parties. But he may be right when he says, "The key to America's political future is in the South." Our fastest-changing region is already in a political turmoil which foreshadows more to come.

The strangest and most failure-prone of all political machines, the Southern G.O.P., has had a firecracker pinned to its coattails by the Ike-Taft contest for delegates. For instance in Texas (not typically Southern, but what is?) the tight little Zweifel organization is strong for Taft, but the people—Republicans and Democrats—seem to prefer Ike. Lacking a primary, Texas Republicans have been fighting it out during the last fortnight in precinct and county conventions (see picture at left). Result: a series of rump meetings, bolts and standoffs that may not be composed this side of Chicago.

The standoff pattern had already been set in Louisiana, where the incumbent pro-Taft machine resorted to the most ruthless tactics—"brazen thievery," Senator Tobey has called it—to maintain its control. One machine-appointed ward chairman named Robert Butler elected himself delegate while the rest of the meeting—four Ike men—sat helplessly but vociferously by, their votes uncounted. An honest count in Louisiana would probably have sent at least 10 of 15 delegates to Chicago for Ike. Instead, the furious Ikemen must now send rival delegates and may be conduct a floor fight for credentials.

What are these Southern Republicans fighting so fiercely about? Like most Southern politicians, they refuse to fight each other about Negro rights; that explains none of it. Like Ikemen and Taftmen elsewhere, they feel strongly about their respective candidates; that explains part of it. There is also the question of who controls the state organization. Southern Republican parties by and large are not really parties but little patronage machines. This year the chances of a Republican president are better than usual, control of these little machines is worth more than usual, and the fighting is consequently fiercer than usual. That explains still more of it—but not all.

Next to Senator Russell the favorite candidate of the South as a whole is probably Ike. The inroads he could make among Southern Democrats already present the Republican party with a special problem: what should its policy be, if any, in this region where its future may lie?

First, it could bid outright for the Negro vote, which has been growing rapidly in numbers and at the same time has been steadily

losing interest in Abe Lincoln's party ever since 1932. This vote might be partly recaptured if the Republicans went down the line for FEPC. That would be a bold gesture, but it probably would not hasten the day of Negro equality. For although Negro rights are properly a national issue, Negro equality can only be achieved in the places where Negroes live and work. The rapid but uneven progress of recent years has been largely the sum of state and local achievements, both in North and South. A strong federal hand in this rate of progress, besides raising troublesome policing questions, would lose the Republicans the support of many Southern whites who favor racial progress and whose work is essential to it.

Or, second, the Republicans could write off the Negro vote and try some new variant of the Mundt scheme. The states' rights issue on which a Republican-Southern Democrat coalition would be based has much national force and legitimacy. However, no Southern Democrat is really interested; and for the Republicans it would be sure death in the long run—especially if it involved being as "conservative" as a Dixiecrat on the subject of Negro rights.

A third choice is the best. The Republicans need a strong organization in the South which will stand for legitimate states' rights, but which will also fight within the states for more progress toward racial equality.

For this purpose the established Southern Republican machines are almost useless. They are totally uninterested in the uphill task of winning local elections, enlarging the party, or working at politics more than once in four years.

In most of the Southern organizations the incumbents are for Taft, the rebels for Ike. If the latter win, they might of course then settle down and run their little patronage machines just as they were run before. But that game is about played out, for the South is still changing fast. Some of the newer active Republicans—the organizers of the Republican Southern Conference for Eisenhower, for instance—have other plans. One of them, John Pritchett of Tennessee, claims that if Ike is elected "the Republican party as we have known it in the South will be swept away and we will have a real two-party system there." The local battles in Louisiana and Texas are a portent that this great reform may be in sight.

The new Southern middle class and the Republican party need each other, and the Southern Negro needs real two-party rivalry for his own bargaining strength. If the Southern Ikemen can bring that goal nearer, more power to them.



**BOLTING ON THE LAWN**

The Mr. Republican of Texas is Henry Zweifel (right), of Fort Worth, Taft's state campaign manager. At a precinct meeting held in his front yard, Zweifel's slate of delegates lost to the Ike forces (led by O. G. Murray, left), 63 to 50. Said Zweifel, "I give notice right now that the Taft-MacArthur forces bolt this convention." His followers thereupon reassembled on the other side of the front walk and elected the Zweifel slate. Zweifel controls the machinery that will decide which delegates are seated at the coming state convention in Dallas.





## SUNDAY TRAFFIC TIE-UP

Leading 10 stripped-down, "hard top" racing cars in the main Sunday event at an Oakland, Calif. track, Al Foster skidded around the first turn at 70 mph. For a breathless second he fought brakes and wheel, and then his car sped on its way (*foreground*). But, trying to avoid him, No. 1 careened onto the wall and No. 180 cap-sized. They boxed No. 2, trapping

No. 57 which tried to vault the wall. Four more cars piled up and three squirted toward the infield. Eight cars were damaged, but nobody was hurt. Officials stopped the race, untangled the melee, sent the drivers off to a new start. The winner: Rod Zanoline in No. 1N (trapped above at right). Foster, cause of it all, had mechanical trouble and never finished.





**ON THURSDAY** at 12 noon wrecked bow of *Wasp* towers over workers who hose sludge from the floor

of drydock so that new bow can be brought in. Wood and concrete platforms hold the ship firmly in place.

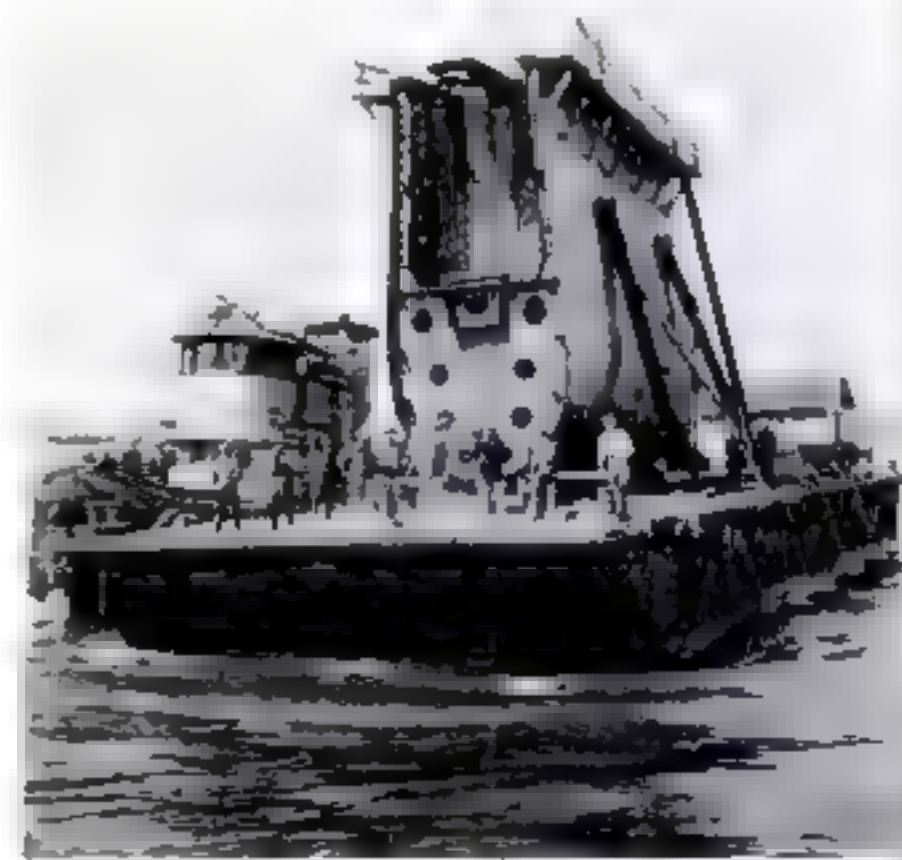


**SHIPYARD MOTTO** posted at drydock is promise to *Wasp* crew that ship will be repaired promptly.

## A FAST GRAFT

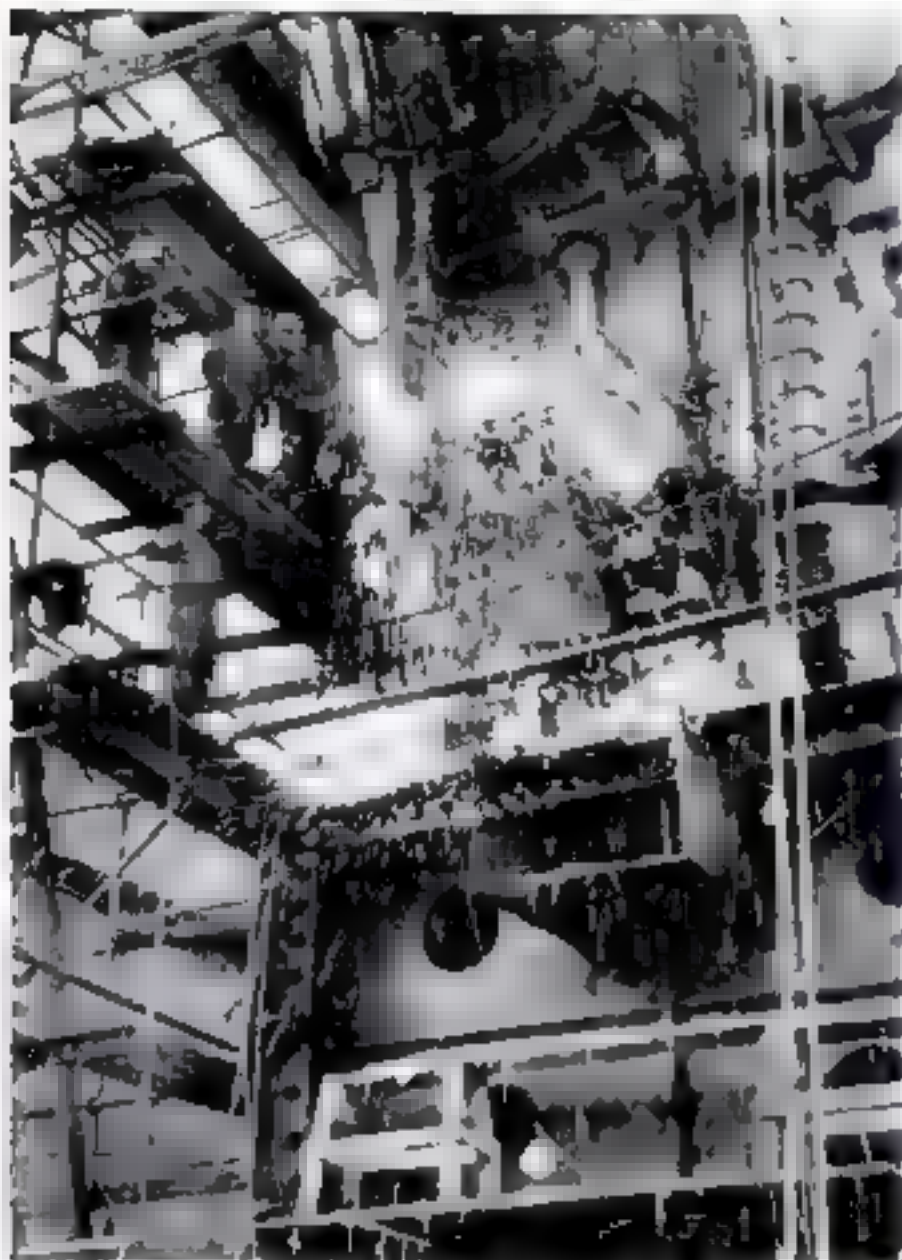
### 'Can do' shipyard borrows bow

After a limping 1,200-mile trip from the mid-Atlantic, the aircraft carrier *Wasp* was drawn into drydock at Bayonne, N.J., a 70-foot gaping gash in her big bow from the collision with the destroyer-minesweeper *Hobson* (LIFE, May 12). By steaming backward part of the way to protect the hole from high seas, the 34,000-ton *Wasp* had managed to reach the U.S. under her own power, but a high-speed surgical job was needed to put the key ship back into the Atlantic defense fleet. Instead of building a new bow section, the Navy pulled off one of the fastest patch-up jobs in shipyard history. While crews of riggers and ship fitters began making round-the-clock repairs on the damaged ship, engineers cut off an 80-ton piece of the *Wasp*'s sister ship *Hornet*, which is now being converted into a larger carrier at the Brooklyn Navy Yard. The new bow was hauled across the bay by barge and, only one day after the *Wasp* went into drydock, was lowered into position (right).



**FERRYING BOW** taken from the *Hornet*, barge brings *Wasp*'s new front from Brooklyn to Bayonne.





**CUTTING AWAY** jagged edges of hole with acetylene torch, men on scaffold prepare hull for new bow.

## FOR THE WASP

and installs it in a single day

The new bow section does not solve all the *Wasp's* problems. The jagged edges of the hole must be cut away with acetylene torches and new plates must be shaped to fill the gap between the old hull and the new bow. Inner compartments must be rebuilt because of the tremendous damage caused when the force of the collision drove the *Hobson's* propeller shaft deep into the *Wasp's* hull. A new forward deck must be built in and the new bow must be perfectly fitted and welded to the hull.

This work is now progressing so rapidly that the Navy feels certain that it will be able to fit, test and refloat the *Wasp* in the incredibly short time of about three weeks. Far less certain was the question of who was responsible for the *Wasp's* battered condition. While the work went on at the Bayonne drydock, a three-admiral court of inquiry was trying to find the answer from the chief witnesses: the officers of the *Wasp* and the 61 survivors of the *Hobson*.



**RAISING BOW** from barge, huge cranes on railroad tracks carry 80-ton weight to *Wasp's* drydock.



**ON FRIDAY** at 6 p.m. new bow is carefully lined up with the *Wasp's* hull. The bow will be welded to

ship after scaffold workers have repaired torn edges of the hull and put in new plates and compartments.





**ACCUSED OFFICIALS**, Whalen (left), O'Brien (center) and Flath celebrated O'Brien's first year as commissioner in 1950. All three called Gross's charges lies.

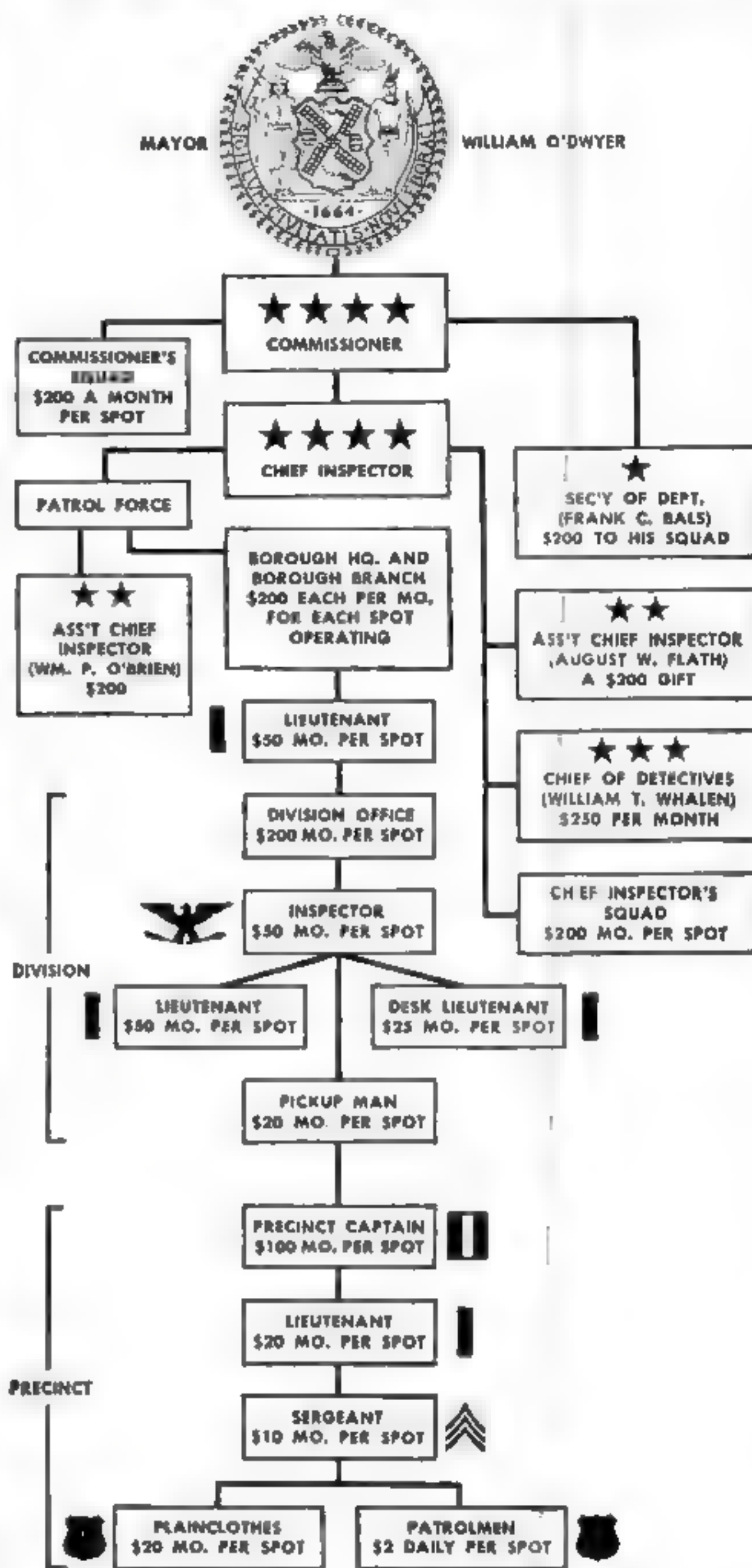


**BEATEN-UP BROTHER** of Harry Gross leaves hotel with belongings after attack by men who yelled, "This will teach your brother to keep his trap shut."



**LUNCHTIME CONFERENCE** in an anteroom is held between Gross (second from right) and the prosecutors, who handled their star witness with kid gloves.

## A GROSS-EYE VIEW OF POLICE



## A BOOKIE BESMIRCHES

### Harry Gross tells of \$1 million-a-year pay-off

Last week, after eight months in jail, Harry Gross, blubbery bookie from Brooklyn, talked. His refusal to testify last fall, presumably fearing reprisal, broke up the criminal trial of 18 New York cops accused of taking bribes (LIFE, Oct. 1). Now, at a departmental trial of five of them, Gross testified freely, hoping to get a reduced sentence. Using jargon that sometimes baffled the lawyers (see glossary), he named shockingly big names.

In testimony so far unsubstantiated, he told of his \$20 million-a-year business and the \$1 million-a-year "ice" or protection money he paid. He said he had dealt with men who were or became top men in the department: former Commissioner William P. O'Brien, who quit a week after Gross's arrest; former Chief Inspector August W. Flath; former Chief of Detectives William T. Whalen; former Deputy Commissioner Frank C.



**PERFECT PAIR!**

Give one or give both. **TIARA**—jewel like alarm... sparkling, dainty, beautiful in the bedroom. **IVY**—sensational kitchen clock takes real vines. Hangs or stands. Vases color-styled in red, gray, green or yellow. Each **7<sup>95</sup>\***

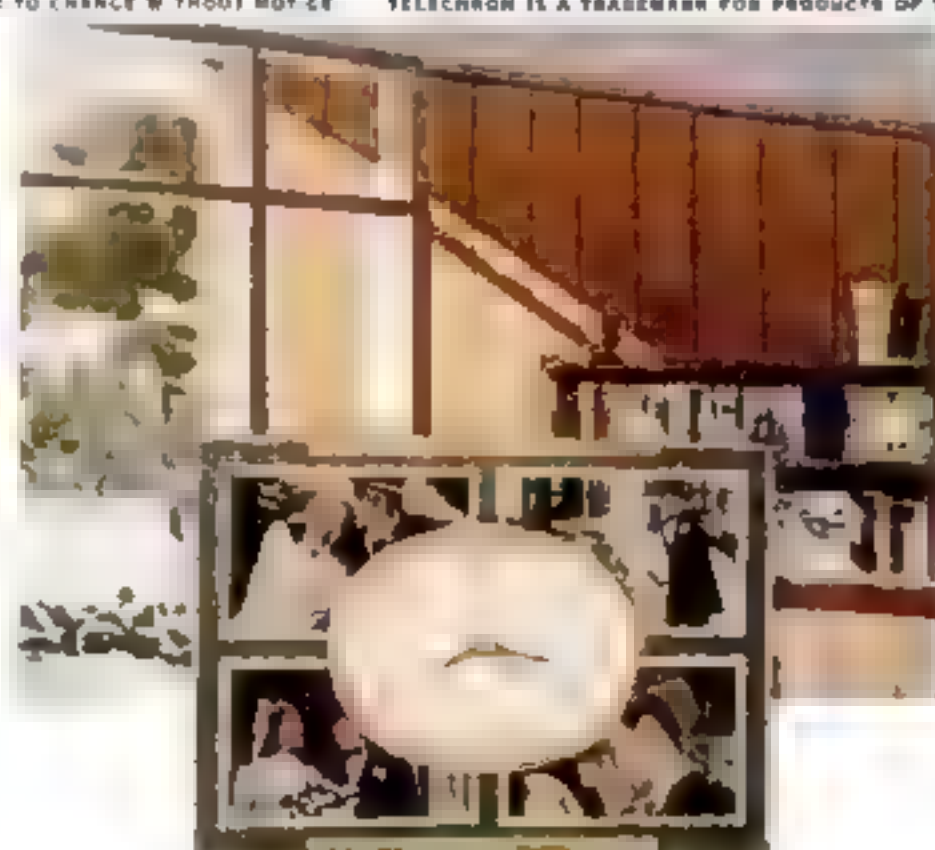
# They'll be so proud of your gift if it's a *Telechron*<sup>®</sup> Electric Clock

\*PR 6% PLUS TAX. PRICES AND SPECIFICATIONS SUBJECT TO CHANGE WITHOUT NOTICE. TELECHRON IS A TRADEMARK FOR PRODUCTS OF TELECHRON DEPT. GENERAL ELECTRIC CO. ASHLAND, MASS.



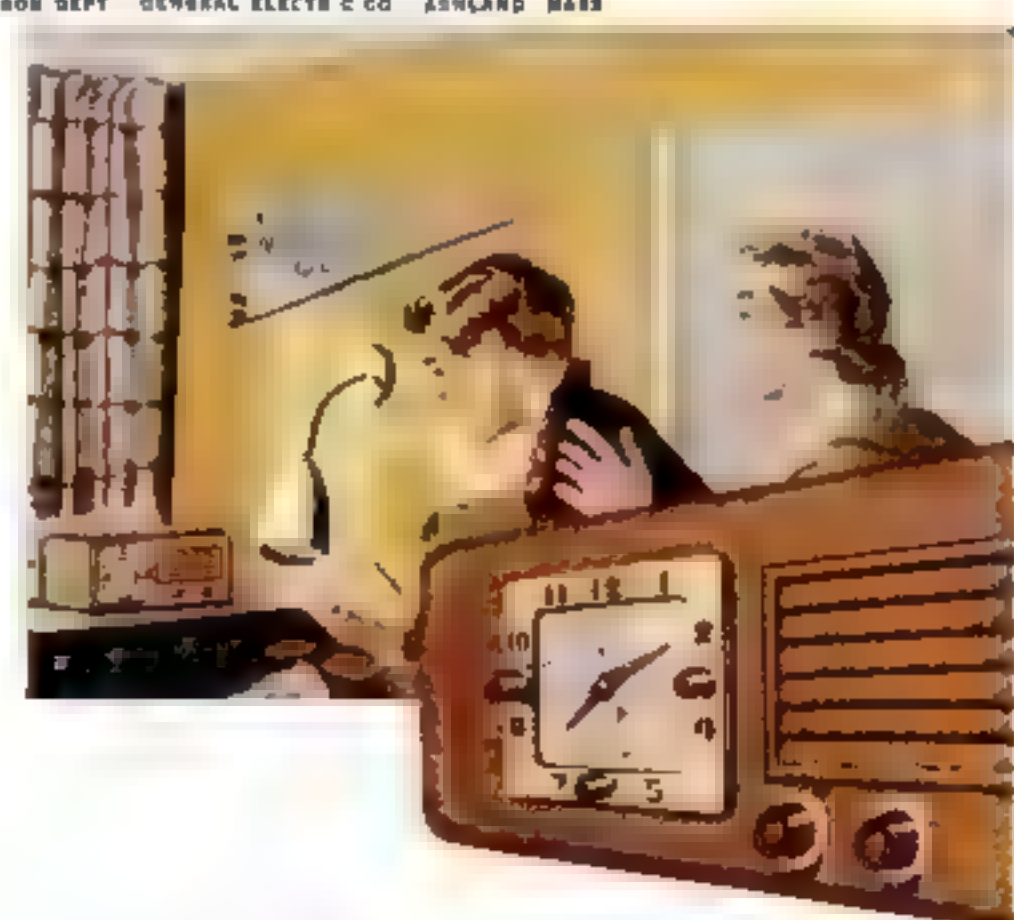
## GRADUATION GLAMOUR!

**TRIBUTE!** Gift that tells how proud you are! Suntint dial, gold-color base, bell alarm. One of 26 Telechron electric clocks (from 4.95\*). No winding, oiling, or regulating. Written warranty. **10<sup>95</sup>\***



## THEIR VERY OWN!

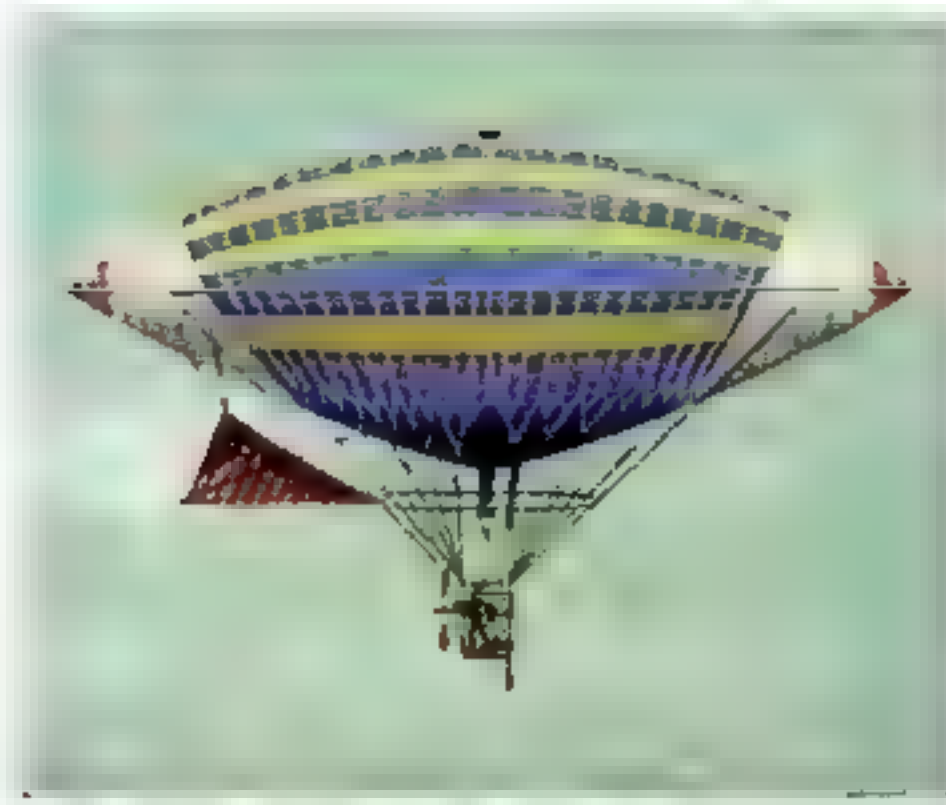
**PERSONALITY**—most personalized gift you can give. *They* design it (or you can for them!). Slip wedding pictures, mementos, room-matching fabric or wall-paper beneath "crystal." Alarm. **9<sup>95</sup>\***



## HAPPY HOMECOMING!

What a wonderful welcome! A new clock radio with a trustworthy Telechron timer! And what a grand new way to 'wake— with music! Well-known clock radios have Telechron timers.





Paul Jones has made  
a top-flight drink  
for five generations!



And five generations of experience have produced a whiskey with the extra mildness, extra smoothness, extra-rich, mellow flavor you usually expect only from much higher-priced whiskeys.

But, there's no extra charge for experience. That's why we think you'll agree when you taste Paul Jones: *You just can't buy a better drink!*

Paul Jones



Frankfort Distillers Corporation, N. Y. C. Blended whiskey. 86 proof. 72½% grain neutral spirits.





**PICTURE CRASHER** Johnny Meyer listens with interest to a cordial exchange between the

Secretary of State and Miss Merman. He sat down at table but never exchanged a word with them.

## WASHINGTON SEES 'CALL ME MADAM'

And someone unexpected crashes picture at table of distinguished guests

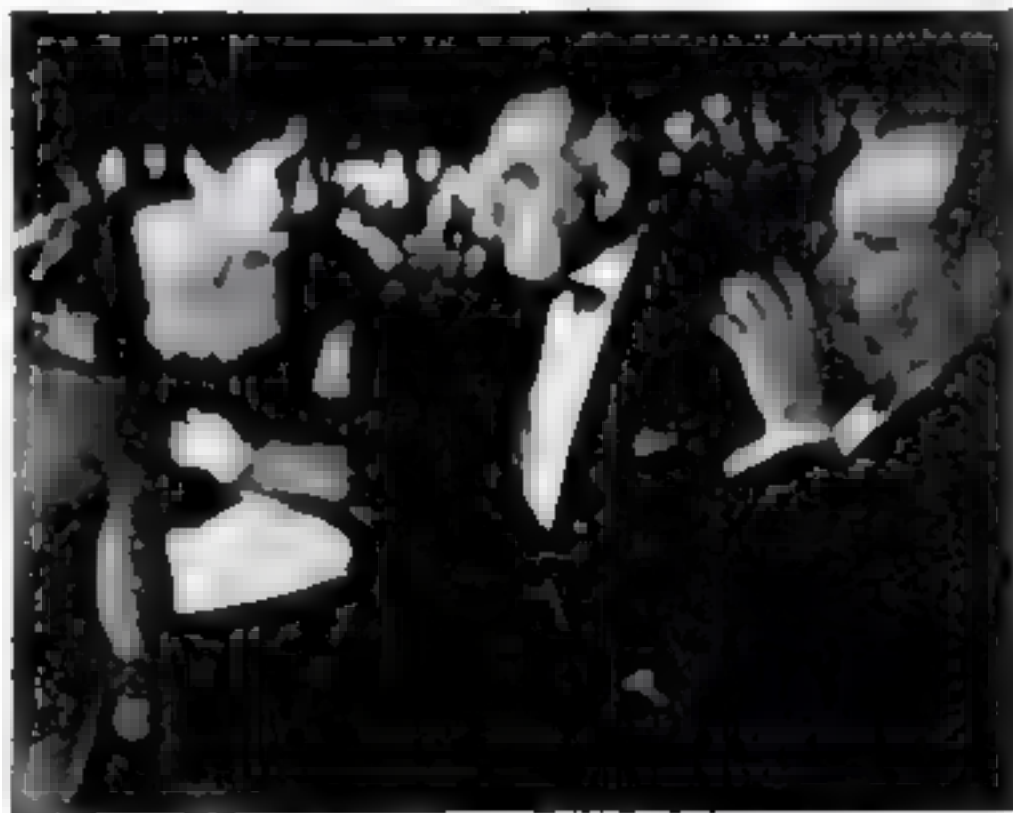
In Washington even the most careful hostess can never be sure of her guests. That lesson was learned again last week by one of the capital's most respectable organizations, the Home Rule Association, which seeks to win votes for the city's voteless citizens. When the musical comedy *Call Me Madam* opened in Washington, the association purchased and, as a benefit, resold 600 seats to a select list.

Of this list 100 carefully screened guests were later invited to an exclusive residence where none but the most correct members of society are ever welcomed. Two of the most distinguished were Secretary of State

Dean Acheson and the star Ethel Merman, who, in the show, impersonates a Washington hostess who becomes an ambassador. When these two were photographed, neither they nor the *LIFE* photographer realized that the pictures included a third person. He seated himself at the left of the secretary, who obviously did not know who he was. Many in Washington do know him well, but still his name did not appear on the guest list. Johnny Meyer, whose notoriety was established when a Senate investigation laid open his expense accounts and created one of the capital's gaudiest scandals, had crashed the social picture.



**ENJOYING HIMSELF**, Meyer laughs at joke by Ethel, who was moving when the shutter clicked. Acheson said he



might be out of a job and she suggested he join the show, play himself. At right Meyer indulges in a leisurely drink.

Advertisement

## Science reveals new ingredient for easy shaves

**Wonderful substance outdoes lanolin, makes beard softer, lubricates, protects skin—and is available now**

For years science has searched for a shaving preparation that would enhance the wetting action of soap and at the same time have a beneficial emollient effect on the skin—a characteristic not present in most shaving soap.

Chemists at The J. B. Williams Co. undertook extensive research into the problem. We asked ourselves this question: Would use of the free sterols present in "Extract of Lanolin" provide the improved shaving preparation we sought to make?

### *Advantages of Extract of Lanolin*

Even though present in comparatively small percentages, "Extract of Lanolin" can efficiently increase the water penetration of the shaving cream. Imparting moisture to the beard is, as dermatologists know, essential in wet shaving.

The free sterols of extract of lanolin can penetrate the waxy coating of the skin with great hydrophilic effect. This is because it is a natural product closely resembling the skin surface fat.

### *How it works*

"Extract of Lanolin" in shaving cream forms a film on the surface of each lather bubble and, due to its surface-active nature, tends to penetrate the pores and recesses of the skin—providing the following beneficial effects.

1. The beard becomes wet, easier to shave.
2. The rigid emollient film can act as a lubricant for the razor, helping to prevent abrasion, or "razor burn," by reducing friction to a minimum.
3. There is minimum tendency to leave the skin with less of the protective sterols than present before shaving. Natural protective skin-coating isn't "shaved away."

We then wanted to know how dermatologists themselves felt. 90% of the doctors surveyed approved the idea with enthusiasm.

### *Result: a superior product*

As a result of our findings, and the approval of dermatologists, The J. B. Williams Company is now offering our Luxury Shaving Cream with "Extract of Lanolin."

We don't wish to make extravagant claims; but we do say that our shaving preparation, through qualities made possible with "Extract of Lanolin," will cut to a minimum the skin irritation due to shaving. This, we believe, should be of particular interest to you, as a man who wants better shaves.

*We're so sure you'll become a steady user of Williams that we make you this FREE offer:*

Send your name and address and get a free guest-size tube of Williams Luxury Shaving Cream with "Extract of Lanolin" . . . enough for three weeks' trial. For your free tube, write: The J. B. Williams Co., Dept. LS-2, Glastonbury, Connecticut. (Offer good only in U.S.A. and Canada.)





2-door, 6-passenger Super Riviera.  
White sidealls optional at extra cost.

## Smooth, as in Diesel—and Dynaflow

**F**OR a long time, we've tried to figure a way to describe what you get in Dynaflow Drive\*—

How it starts feeding power with the gentle nudge of your toe on the accelerator pedal.

How it builds up power in a smooth, swift rush—without hint of pause or jerk or bobble to mar the forward sweep of a Buick.

Well, we've finally got it.

The closest thing to you at the wheel of a Buick is the engineer at the throttle of a Diesel-powered train—and if you have ever felt one glide from a standing start up to cruising speed, you know what we mean.

A Diesel locomotive and a Dynaflow Drive have the same infinite flexibility in the transfer of power, even though, to be completely honest, they get it in a different way.

But the comparison doesn't have to stop there.

The man at the controls of a Diesel locomotive commands the power of a high-compression, valve-in-head engine. And so do you.

He gets a thrifty use of fuel. And so do you.

Even when it comes to the way a Buick tracks and rides—we might say it holds its course like a streamliner on the rails.

And mister, when you take the wheel of a Buick—head it for roads you know from past experience—feel the

way it smooths the bumps, holds its course, takes the curves, levels out when you have a straight stretch ahead—you'll know how that Diesel engineer feels.

Wouldn't you like to put this really great car through its paces? Just say the word—and we'll do the rest.

*Equipment, accessories, trim and models are subject to change without notice. Wheel Crests standard on Roadmaster, optional at extra cost on other Series. \*Standard on Roadmaster, optional at extra cost on other Series. †Optional at extra cost on Roadmaster only.*

### ONLY BUICK PROVIDES THEM ALL

**DYNAFLOW DRIVE**—great boon to easier driving, proved on more than a million Buicks  
**FIREBALL 8 ENGINE**—of valve-in-head design, makes high compression count for more  
**NEW WIDE-BAND BRAKES**—for smoother, more positive control  
**MILLION DOLLAR RIDE**—with 4-wheel coil springing and road-steady torque-lube  
**TOP-CAPACITY TRUNKS**—more luggage room than ever in most models  
**NEW TWO-TONE INTERIORS**—in most models, grace Buick's Body by Fisher  
**SWEEPSPAR STYLING**—adds gleaming smartness to all models

#### Plus These, Too, On Roadmaster:

**AIRPOWER CARBURETION**—with highest horsepower in Buick history **MORE MILES PER GALLON**  
**POWER STEERING**—greatly eases parking and turning, without losing that firm feel... **SILENCE**—so complete you can speak in whispers on the way.

Sure is  
true  
for '52



SEE YOUR NEAREST BUICK DEALER



# LIFE ON THE NEWSFRONTS OF THE WORLD

Red prisoners hold a U.S. general as hostage and a fight announcer becomes a man of few words



BRIG. GENERAL FRANCIS T. DODD

## Kidnaping on Kojima

Captured Reds in Korea pulled a maneuver that deeply disturbed—and humiliated—the U.S. Brig. General Francis Dodd, American commander of the prison camps on Kojima Island, was imprisoned by his prisoners. As he stood talking to Red leaders at the entrance of a compound, Dodd was rushed, overpowered and carried off before U.S. guards could save him. The Reds held him for three days, bargained for small items like writing paper and freedom of communication between compounds, then released him uninjured. The Army did not explain the circumstances of Dodd's capture—why had he been in such a foolishly exposed position? Why had the guards been unable to help him? An explanation was clearly due.

Far more serious than Dodd's case was the state of the truce negotiations. Having reached agreement with the Reds on all other major issues, the U.N. decided that it could not honorably compromise the last. It told the Reds that prisoners must be repatriated voluntarily or not at all. This was not an ultimatum (the phrase in diplomatic language was "ultimate position"), but it was not "subject to change." Rather than waste more words, the U.N. would suspend the talks indefinitely. Perhaps startled by this show of firmness, the Reds asked for more negotiating sessions even though they appeared to have nothing to say.

\* \* \*

A horrible form of fiscal perpetual motion got started in Holland, where 130 coffin makers and carpenters formed a big company which can manufacture coffins when the burying business is good, ammunition cases when it is bad.

## A big issue is drawn

Candidate Taft and Candidate Eisenhower squared off on one big issue. Ike said that if \$1 billion were cut from the \$7.9 billion Mutual Security authorization bill, it would be "heav-

ily and seriously felt" and any greater reduction would "endanger the proposed military build-up now visualized." Later he said it is possible to make "reasonable cuts without fatal results," but apparently he considered \$1 billion far from reasonable.

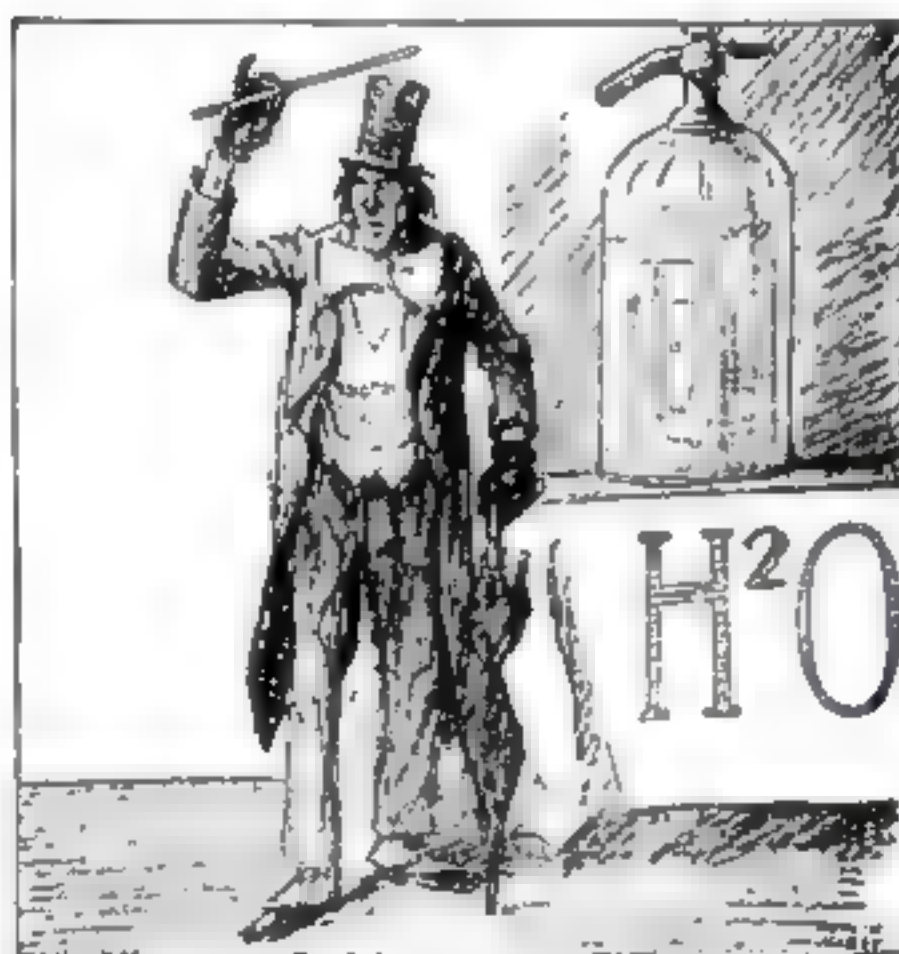
Taft said he would reduce expenditures by not one but two billions, adding, "It will in no way endanger the security of this country."

\* \* \*

*In Bratislava, Czechoslovakia, Communist police arrested a bookseller for advertising four Russian books, in this order, in her window: We Want to Live, Far From Moscow, In the Shadows of the Skyscrapers, Under a Foreign King.*

## A great cartoonist is dead

Rollin Kirby, one of the greatest political cartoonists the U.S. has produced, died of a heart attack at 76. Best known for his caricature of Prohibition (below), he won three Pulitzer prizes in the '20s when he worked for the old New York World.



ROLLIN KIRBY'S BLUENOSE

\* \* \*

*In Bonn one of the terms of the proposed peace contract with West Germany was revealed. As soon as the occupation ends, unmarried German mothers will be permitted to file maintenance suits against Allied soldiers who have fathered, according to the women's claims, a really astonishing number of illegitimate children—94,000.*

## Regulation W is suspended

No one thought depression was just around the corner, but throughout the country sales of automobiles and major appliances were very light, prices were slipping and dealers' inventories were going up. The situation so disturbed the Federal Reserve Board that it suddenly removed all restrictions on installment buying by suspending its Regulation W. (Under Regulation W all "time" payments had to be made within 18 months, and down payments of 33⅓% were required for cars, 15% for refrigerators,

TV sets, washing machines and similar goods.

Behind the suspension of Regulation W there was a sharp argument. The nation's merchants claim sales are slow because the government has placed too many restrictions on them. The Federal Reserve Board suspects sales are slow because of general market conditions—supply has caught up with demand. The argument is now about to be turned over to the one expert who can settle it, the U.S. consumer.

\* \* \*

Since 1493 Europeans have had few kind words for American ventures in the arts, and since 1945 few kind words on any score. Last week, however, they had a great many. The Boston Symphony Orchestra, in Paris for an arts festival, gave two performances which left listeners dazed with awe. Critics unanimously used the word "extraordinary," and phrases like, "Is there another orchestra which could interpret modern music with such brilliance?" "Performance unparalleled in finesse and dynamism."

## A nominee gets pinned down

The Senate Judiciary Committee put Judge James McGranery (below), Truman's nominee for Attorney General, on the grill and turned the knob to high. What did McGranery think about the "inherent" presidential powers to seize private property? "Um," said McGranery. Should the President use some claimed inherent power before exhausting the power already given him by law? (I.e., should not the President have invoked the Taft-Hartley Act before seizing the steel industry?) "Ugh," said McGranery.

"The question," said Senator McCarran, "is susceptible of answer, yes or no, categorically."

"My answer is no . . ." said McGranery.

After that the Judiciary Committee voted eight to four to confirm McGranery's appointment and sent the matter to the Senate itself, where final confirmation seemed assured.



McGRANERY AFTER SAYING "NO"



ARE YOU **SURE** YOU  
DON'T NEED  
**a man's  
deodorant..**



**SURE, you're shower-clean** each morning. But these hot days, you need something *extra* to guard against the risk of offensive perspiration odor. Men in the know use Mennen, the only leading Spray Deodorant with all the qualities men want. It's longer-lasting, thanks to special ingredient Permatoc. A cinch to use—"Just squeeze—it sprays." Economical, too, a bottle lasts and lasts!

#### Deodorant Scoreboard... Compare the Leading Sprays!

BRAND	Checks Perspiration	Special Deodorizing Agent *	Special Drying Agent	Type of Scent
<b>MENNEN</b>	<b>YES</b>	<b>YES</b>	<b>YES</b>	Crisp Masculine
<b>SPRAY B</b>	YES	NO	NO	Sweet Perfume
<b>SPRAY C</b>	YES	NO	NO	Sweet Perfume

\* Permatoc



**P.S. to the ladies:** Buy him his first bottle!

**MENNEN**  
Spray Deodorant  
**FOR MEN**

#### NEWSFRONTS CONTINUED

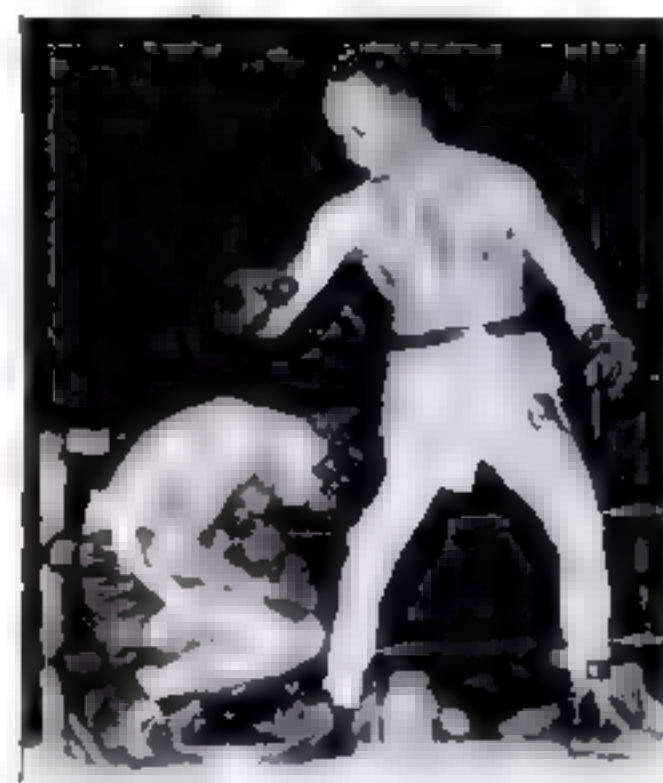
The Communist attitude toward the rearming of West Germany grew increasingly menacing. East German Premier Otto Grotewohl said the proposed peace contract between NATO and West Germany would turn the country into another Korea, and that "the great danger arises of a fratricidal war of German against German." Meanwhile other Red leaders announced that they were forming an army to defend the Soviet zone "against aggression."

#### 'Davey is a fast puncher'

In Chicago two leading welterweights, Chico Vejar (ranked No. 8) and Chuck Davey (No. 9), had a blistering 10-round fight described to the TV audience (CBS-TV) by Announcer Steve Ellis. By chance Announcer Ellis has a side interest in fight managing, and by further chance he manages Vejar. This circumstance so intrigued the *Chicago Daily News* that, while Davey played Vejar like a marimba, knocked him down four times and piled up an overwhelming point score, the newspaper took a verbatim report of Announcer Ellis' entire description of the action.



ANNOUNCER ELLIS



"VEJAR IS HURT"

Round 1: We have two minutes to go in Round 1. One minute to go in the round.

Round 2: Davey is landing a good uppercut time and time again.

Round 3: Davey's an exceptionally fast puncher. Davey in the white trunks, Vejar, black.

Round 5: This is the best punching round so far.

Round 6: Vejar is hurt.

Round 7: Vejar's hurt.

Round 8: Davey is a master boxer and a good puncher.

Round 9: Davey's right eye is cut.

Round 10: This is Vejar—a kid with a big heart—lionhearted—game.

\* \* \*

Deputy Warden Vernon Fox of Southern Michigan Prison, who startled the country by a speech after the big riot (*LIFE*, May 5) congratulating the rioters, explained why. The speech had been dictated by the convicts, and Fox, negotiating with them, had promised to make it. "I wouldn't congratulate those guys. . . . Neither would I break my word, once given," Fox said.

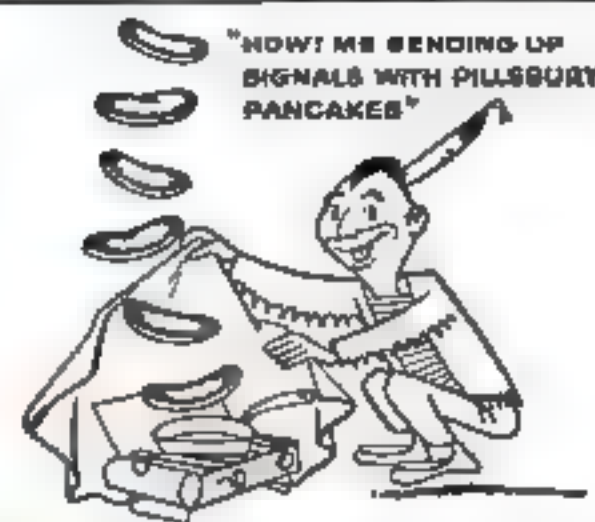
#### Tough turf

The largest single agricultural commodity in the U.S., in terms of investment, is not corn, wheat, or cattle. It is turf. Annually Americans spend countless millions on it, and annually much of that disappears at the swing of a 9 iron or a dog's hind foot.

Last week the U.S. Golf Association revealed that its grass specialists, working with those of the U.S. Department of Agriculture, have developed an almost divot-proof turf, so tough that the average golfer or spaniel cannot make a dent in it. (On a recent television show the U.S.G.A. asked two strong men to try to tear a square of it apart. They failed.) The turf is a mixture of two grasses, Meyer Zoysia (a strain classified as Zoysia and named after a Mr. Meyer who brought it out of China) and Merion blue grass (so named because it was discovered growing on the 17th tee of the Merion club near Philadelphia). It has been tested at 24 U.S. Agricultural Experiment Stations, last month was planted for the first time on a fairway—at the Fairfax Country Club, near Washington. It costs less than standard-quality grass to plant and promises to be one of the happiest developments ever dropped in the lap of the greenskeeper and the home gardener.



• LIGHTER MOMENTS IN PANCAKES •



# The Lighter Side

## of the pancake story

Now you can stop hoping for lighter pancakes, and start having 'em. Our message is as simple as that. Pillsbury knew you wanted pancakes lighter, so Pillsbury made them lighter. Next time the pancake mood strikes you, pull up a chair and have all you want. Just be sure they're Pillsbury's, the lighter side of the pancake story.

**Pillsbury**  
*for lighter  
pancakes*



P.S. Buckwheat Fans. Pillsbury Buckwheats are lighter, too. Milk is all you add to either one.





## Delight the Family!

**S**mart trick for busy days: Have a can of Hunt's Heavenly Peaches chilling in the refrigerator.

Then, dessert's ready in two minutes! Heavenly eating, but down-to-earth price.



## Dazzle the Bridge Club!

**Q**uick trick for your bridge club: Serve Heavenly Peach Salad (there's an easy recipe below.)

Easy to make, looks gorgeous, tastes heavenly! And—right now!—your grocer has Hunt's Peaches at low prices.



**Heavenly  
Peach Salad**

1 #2½ can Hunt's Heavenly Peach Halves  
1 3-oz. pkg. cream cheese  
¼ cup chopped nuts

Drain syrup from peaches. Cut halves into 3 pieces, lengthwise. Soften cream cheese with 1 tablespoon of the syrup. Beat until creamy. Add nuts. Mix well. Place cheese mixture in center of crisp lettuce. Circle with cut peaches. Makes 4 servings.

**Hunt's  
Heavenly Peaches**  
at down-to-earth-  
prices!



**Hunt-for the best**

Hunt Foods, Inc., Fullerton, Calif.





TRYING TO REMEMBER, FATHER GREENE TICKS OFF ON FINGERS THE REDS' CHARGES HE WAS A SPY

## RED CHINA'S CAPTIVE AMERICANS

One betrayed and tortured priest is freed, but many more U.S. citizens remain Communist prisoners



FATHER GREENE IN 1947

There are more than 200 Americans now in Red China, unable to get exit permits. Most are living in fear, some in prison. A few hundred of those marooned when the Chinese entered the Korean war have managed to make a piecemeal exodus. Late last month one who did come out, Father Robert W. Greene, a 40-year-old Indiana-born Catholic priest, stumbled into Hong Kong and dazedly counted off a crescendo of horrors that ended his 15 years of selfless service to China.

In October 1950 the Reds confined Father Greene to the Maryknoll mission in Tungan, Kwangsi Province, where he had preached and run the dispensary. Thereafter no foreigner was allowed to speak to him and no Chinese dared to. He lived on eggs that he bought in his 20 minutes of freedom each third day. Seventeen months of solitude changed abruptly April 3 when the Reds pushed him before a firing squad and declared they would shoot him as a spy. Instead, they bound and held him against a wall with bayonets while relays of inquisitors "interrogated" him for eight days and nights. "In the bleak morning hours

the shouting of my questioners would somehow grow dim," Father Greene recalls. "I had to keep repeating my own name to hold on to reality." In dreamlike exhaustion the priest once signed a paper only to realize later it was a "confession."

On Palm Sunday and again on Easter he was "tried" before angry mobs. Confessed bandits accused him of helping them. Making a trap of his mercy as a giver of medicine, others charged he had poisoned soldiers. His own cook swore that the priest violated all the Ten Commandments. Father Greene felt betrayed only when howls of "Kill him!" came from

his own former parishioners. At last the mob heard him sentenced to beheading. Prepared to die, the priest contrived to swallow a consecrated Host he had hidden. But, instead of killing him, the Reds marched him past jeering crowds in three cities and pushed him over the border.

Last month, after two years of secret but futile negotiations with the Reds, the U.S. named 42 Americans imprisoned in Red China and 19 more held in house arrest. The faces of 48 are shown on the following pages.



FATHER GREENE TODAY



Week-end Handyman?



# Get that DIRT

# FAST!



but  
save your  
SKIN!

Boraxo "melt-away"  
action cleans hands  
faster, gentler than  
any other hand soap!



Clean up fast—with this wonderful powdered hand soap! BORAXO contains an "exclusive" fast-cleaning agent, tiny soluble crystals that dig down for dirt—then melt away—leaving hands and knuckles soft. Whiz through cleaning after gardening, household work, "week-end handy-man" jobs. Get BORAXO, get hands twice as clean in half the time!



ANOTHER FAMOUS "20 MULE TEAM" PRODUCT

## Red China's Prisoners CONTINUED



W. L. WALLACE

One of China's best-known medical missionaries and veteran girls' schoolteacher are both dead



GERTRUDE CONE

## DEAD AND UNDER HOUSE ARREST

LIFE publishes pictures of these Americans held in Red China with the approval of their relatives and organizations. Some have been held over a year but none is known to have been executed. Three, however, are dead. Dr. William Wallace, a Southern Baptist, died in jail, his beaten body found hanging in circumstances which may have concealed murder. Gertrude Cone, Methodist missionary, died of starvation and cancer. Philip Cline, reportedly a diabetic who needed insulin, died after the Reds freed him. The faces below are Americans under house arrest.



ROCCO FRANCO

Priest, held under house arrest since May 1951.



JOHN CURRAN

A Maryknoll missionary from Butte, Mont.



SAMUEL DEAN

Yenching Univ. physics and engineering teacher.



RUTH DEAN

A registered nurse, she also worked at Yenching.



ESTHER MORSE

Adaptor, in China since 1930, arrested in 1951.



CAROLINE McCREERY

Arrested after 30 years as nursing missionary.



JOSEPH P. LAVIN

Maryknoll missionary, now held in South China.



WILLIAM GILKEY

A concert pianist who taught at Yenching.



DONAT CHATIGNY

A Maryknoll missionary of Amesbury, Mass.



N. BERCOVITZ

A Presbyterian medical missionary at Hsichow.



ALBERT FEDDERS

Kentucky Maryknoller, confined for a year.



JOHN J. TIERNEY

Maryknoller, held under house arrest 6 months.

CONTINUED ON PAGE 5





**HELICOPTER DROPS OIL EXPLORATION CREW** into rough California terrain where geologists will study surface rock structures in their never-ending search for oil. In spite of the long chances involved, U.S. oilmen last year found twice as much new oil as the nation used.

# Biggest Search In History Pays Off For U.S. Oil Consumers

Last year oilmen found two barrels of new oil in the United States for every barrel the nation used, in spite of the tremendous odds against finding new sources of oil. As a result, the nation's known underground oil supplies are now at an all-time high—over four times what they were thirty years ago.

These record discoveries are remarkable when you consider the risks oilmen take in their search for oil. Even after the most scientific preliminary exploration, the odds are 8 to 1 against bringing in a producing well in an area where oil has never been found before. Yet by drilling more wells in 1951 than ever before—to

expand known fields and to explore many entirely new "wildcat" areas—oilmen discovered a record amount of new oil to assure your future needs.

It is no accident that year after year America's thousands of privately-managed oil businesses find more oil in the U.S. than America uses. The odds against finding new sources of oil are great, but the men who compete in the search for oil are willing to accept these odds as long as the chance to stay in business by earning a fair profit exists.

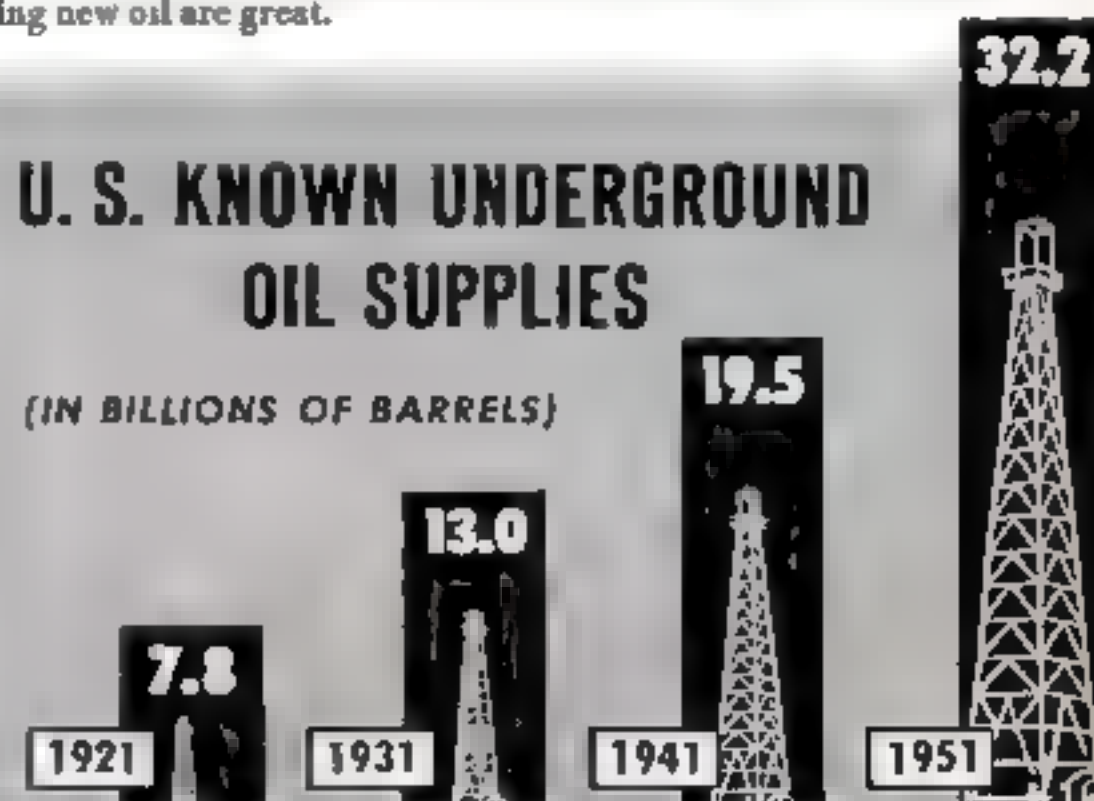
This is America's competitive system at work—and a good example of how it benefits you and the nation.



**MINIATURE EARTHQUAKES** like this were set off by the hundreds of thousands last year to chart underground rock formations, permitting exploration crews to pinpoint likely oil drilling locations. Even using latest scientific equipment, odds against finding new oil are great.

## U. S. KNOWN UNDERGROUND OIL SUPPLIES

(IN BILLIONS OF BARRELS)



**ENOUGH OIL FOR THE FUTURE?** This chart gives the answer. America's known underground oil supplies are increasing steadily even though U.S. uses more oil every year. Ample oil supplies help make oil products a real bargain. Today's high quality gasoline costs about the same as gasoline did 25 years ago—only taxes are higher. Yet 2 gallons now do the work 3 did in 1925.

Oil Industry Information Committee

AMERICAN PETROLEUM INSTITUTE, 50 West 50th Street, New York 20, N. Y.



## *This trip wasn't necessary*

**...but it cost \$905.25**

*(A true story based on Hartford File No. 97A14069)*

Someone had to let the cat in. So up I got, took three sleepy steps, and down I went . . . tripping over my wife's shoe. I twisted my knee badly. "Torn cartilage," my doctor called it.

I was laid up three weeks at home. Then, twelve days in the hospital for a cartilage operation. And my bills were something! Doctor, \$204; hospital, \$239.70; nursing and general medical expenses, \$108. I'd have been hard pressed to pay that. But since I had Hartford Personal Accident Insurance, the Hartford took care of everything. And, in addition, paid me disability benefits of \$353.55—a total of \$905.25.



Does accident insurance cost much?

Not at all! Hartford Medical Expense Accident Insurance costs as little as \$11.75 a year . . . plus disability benefits of \$50.00 per week, for as little as \$20.00 more per year.

Less than 10¢ per day . . . for both! Think of that! Think, too, of what one

little accident—like tripping over your wife's shoe in the dark—could do to your budget.

Then do the wise thing: see your Hartford Accident and Indemnity Agent or your insurance broker today. Or write us for details.

Year in and year out you'll do well with the

# Hartford



Hartford Fire Insurance Company • Hartford Accident and Indemnity Company  
Hartford Live Stock Insurance Company • Hartford 15, Connecticut

Red China's Prisoners CONTINUED

## AMERICANS ACTUALLY IN JAIL,



**ROBERT McCANN**  
Businessman, China-born, jailed June 1951.



**HAROLD RIGNEY**  
Priest, Divine Word Society, taken last July.



**SARAH PERKINS**  
A Presbyterian mission nurse, taken Feb. 1951.



**D. T. KANADY**  
Cotton trader, arrested as a spy in April 1951.



**D. MIDDLETON**  
Missionary in leprosy colony, taken in 1951.



**PAUL MACKINSON**  
A Baltimore Lutheran pastor, taken in March.



**ROBERT KOWALSKI**  
Catholic bishop of Wu-chang, taken in 1951.



**AMBROSE PINGER**  
Bishop, Franciscan missionary, taken August.



**PAUL UBINGER**  
Passionist missionary, taken in July of 1951.



**S. SCHNEIDER**  
Catholic missionary, imprisoned 11 months.



**MARY RYAN**  
Maryknoll sister, held in prison for 13 months.



**R. M. WHITE**  
Passionist missionary, jailed in February 1952.



**WILLIAM RYAN**  
Jesuit missionary, taken at Kiangtu July 1951.



**A. M. KIEHN**  
Shanghai businessman, imprisoned March 1951.



**JOSEPH MCGINN**  
A Maryknoll missionary, jailed in January 1952.



**JOHN TORMEY**  
Maryknoll missionary of New Bedford, Mass.



**ROBERT HAGAN**  
Shanghai attorney, arrested in February 1951.



**FULGENCE GROSS**  
Franciscan missionary, arrested in January 1951.



## SOME FOR MORE THAN A YEAR



**JUSTIN R. MORSE**  
Yunnan-Tibetan Christian was seized in 1951



**F. X. FORD**  
Bishop, Maryknoll missionary, taken April 1951.



**EUGENE FAHY**  
Monsignor, Jesuit missionary, jailed in 1951.



**JOHN O'SHEA**  
Bishop and Vincentian, arrested early this year.



**LAURA LAU**  
Presbyterian missionary, arrested early in 1951.



**LAWRENCE BUOL**  
Civil Air Transport pilot, forced down, jailed.



**JAMES THORNTON**  
Jesuit, held as a prisoner since July of 1951.



**FRANCIS O. STOCKWELL**  
Methodist missionary, held eighteen months.



**JONATHAN SWIFT**  
Franciscan brother, seized Christmas 1950.



**HAROLD TRAVERS**  
Passionist Fathers missionary, taken Sep. 1951.



**W. L. WINTER**  
Presbyterian missionary, held for more than a year.



**PHILIP CÔTÉ**  
Vicar Apostolic of Su-chow, jailed in 1951.



**WILMA BRADSHAW**  
The wife of a Presbyterian medical missionary.



**HOMER BRADSHAW**  
Lienhsien Hospital doctor, arrested Feb. 1951.



**HUGH F. REDMOND**  
Exporter in Shanghai, 13 months a prisoner.



**ARMAND PROULX**  
Jesuit priest in Shanghai, arrested April 1951.



**ROLAND SJODIN**  
Arizonan and minister of the Churches of Christ.



**JUSTIN GARVEY**  
Passionist missionary, taken December 1951.

From England — A MIRACLE FABRIC  
From Wembley — A FABULOUS TIE

Crush it...



...Twist it

Knot it...



...NOT A WRINKLE!



Wembley<sup>®</sup>  
NOR-EAST<sup>†</sup>  
NON-CRUSH<sup>†</sup> TIES

Here is new colorful neckwear that does not crush at the knot. The fabric is woven in England from imported Australian fleeces and Turkish mohair. As millions of men know, Wembley Nor-East Ties stay as new as the day they were bought. Wembley has styled them in the richest colors and smart new stripes and plaids. For name of nearest store, write Wembley, Inc., Empire State Bldg., New York.

THE QUALITY STAYS UP...THE PRICE STAYS DOWN...\$1.50  
★ REG. U. S. PAT. OFF. • COPYRIGHT 1952 WEMBLEY, INC. • † REG. U. S. PAT. OFF. R. PR ESTLEY & CO.,



# General Electric designs a better lamp bulb for fixtures like these...

## NEW 50-GA BULB BRINGS NEW BEAUTY TO FIXTURES—GIVES SOFTER LIGHT

**Y**OU'LL never believe your ceiling fixtures could be so beautiful—not 'til you try this new General Electric bulb! And you'll find it wonderfully flattering to people and surroundings, too.

Designed for overhead lighting fixtures where ordinary bare bulbs in base-up position are now used, General Electric's new bulb gives a charming, soft effect—mellows the light to add new beauty to furnishings and complexions.

The new and different shape of the 50-GA bulb directs much of the light upward. An enamel coating on the under-portion gives the downward light added softness and warmth.

Wherever you are using bare bulbs base-up, in overhead fixtures in dining room, living room, bedroom, and hallways, you'll want to replace them with these new bulbs. Get enough for every socket, and spares besides! See your G-E Lamp dealer. 50 watts . . . . . only

**40¢**  
plus tax



### HERE'S HOW IT WORKS

Used as shown here—base-up—the new 50-GA bulb gives a beautiful soft lighting effect.

← Light is directed upward through inside frosted portion of the bulb.

← Enamel coating softens the downward light.

← Unshaded spot here adds attractive sparkle to the bulb and to your room.



New beauty for chandeliers! Modern design of the 50-GA bulb makes fixtures look better both lighted and unlighted. Flatters complexions, clothes and room surroundings.

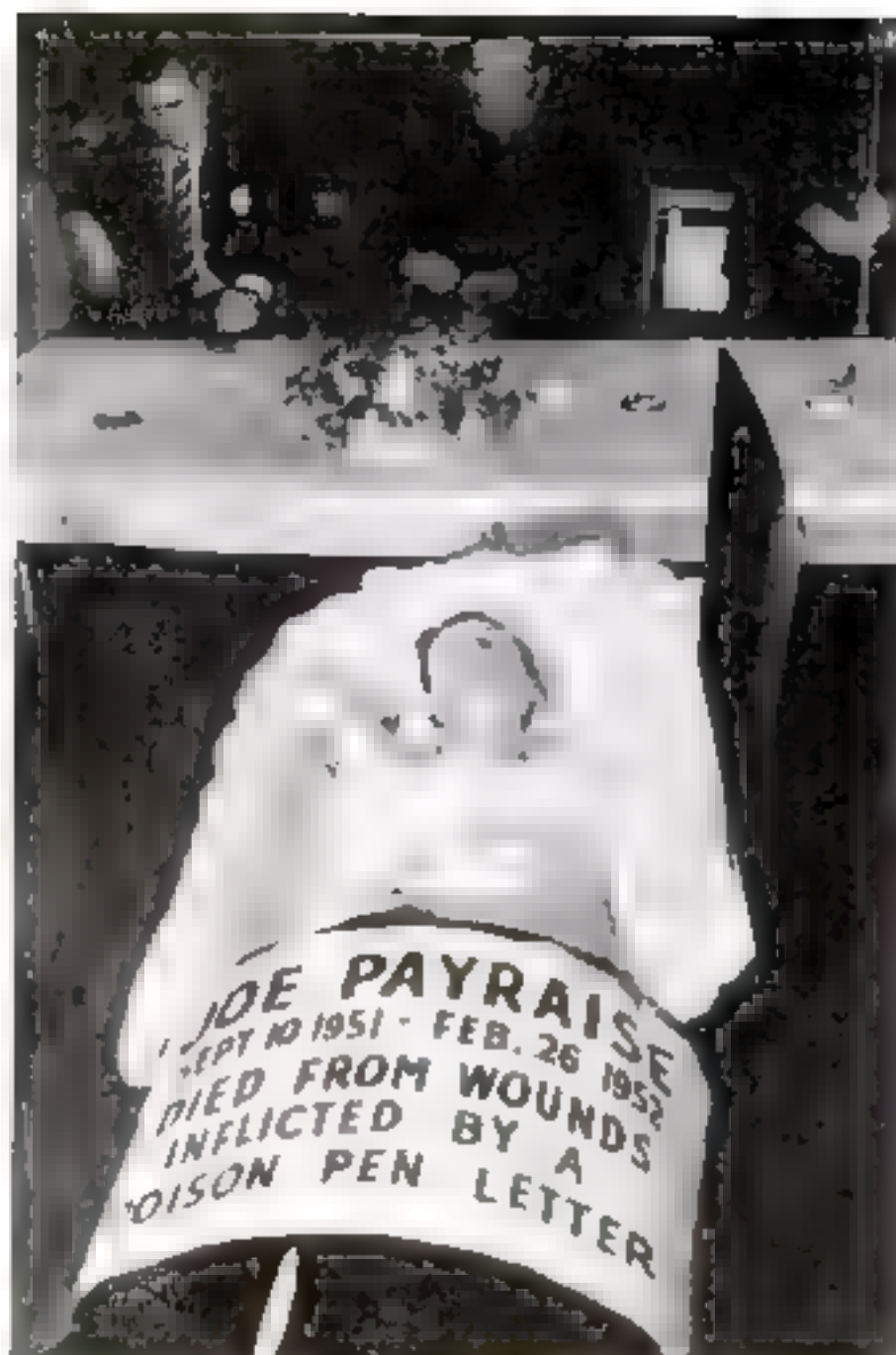


Bare-bulb ceiling fixtures take on a "dressed-up" look when you use General Electric 50-GA bulbs. Grand for living rooms, dining rooms, bedrooms, halls.

*You can put your confidence in—*

**GENERAL  ELECTRIC**





**CORPSE AT EASE**, played by Freeman Fox, plays a ghost who haunts the town of Boston, Mass., in the play "The Corpse at Ease".

## SMOKY SPOOK

Corpse who talks, chases fires, asks pay boost in Massachusetts

THE TOWN OF BOSTON, Mass., is a town of smoke. From its many chimneys, thick black smoke billows into the air, and the streets are filled with the smell of smoke. The town of Boston, Mass., is a town of smoke. From its many chimneys, thick black smoke billows into the air, and the streets are filled with the smell of smoke. The town of Boston, Mass., is a town of smoke. From its many chimneys, thick black smoke billows into the air, and the streets are filled with the smell of smoke.

To the town of Boston, Mass., is a town of smoke. From its many chimneys, thick black smoke billows into the air, and the streets are filled with the smell of smoke. The town of Boston, Mass., is a town of smoke. From its many chimneys, thick black smoke billows into the air, and the streets are filled with the smell of smoke. The town of Boston, Mass., is a town of smoke. From its many chimneys, thick black smoke billows into the air, and the streets are filled with the smell of smoke.

**CORPSE AROUSED** prepares to give his speech on the town of Boston, Mass., in the play "The Corpse at Ease".







*In Just Seconds—*

smooth rich chocolaty milk with

**NESTLÉ'S Quik!**



INSTANTLY! Just add two heaping teaspoons of QUIK to your glass of cold milk—stir—and DRINK! It's delicious! Rich Nestlé's QUIK powder needs no beating, no bother and no refrigeration. And it *stays* chocolaty all the way through. Get QUIK—right away! At your favorite grocers.

WITH THAT FAMOUS **NESTLÉ'S** CHOCOLATE FLAVOR



## Smoky Spook CONTINUED



**GRIEVERS' GIFTS**, dolls representing unclothed "lovers" of Joe Pavraire, are given to aldermen by grinning firemen who chanted, "It's your baby now."



**SEDATE SLIDERS**, dressed as pallbearers, come down pole during banquet. Many firemen, like astonished one at right, were not in on the stunt.



**ANSWERING ALARM**, Chelsea firemen, happy because corpse dramatization increased chances for boost, shed costumes as they jump on fire truck.



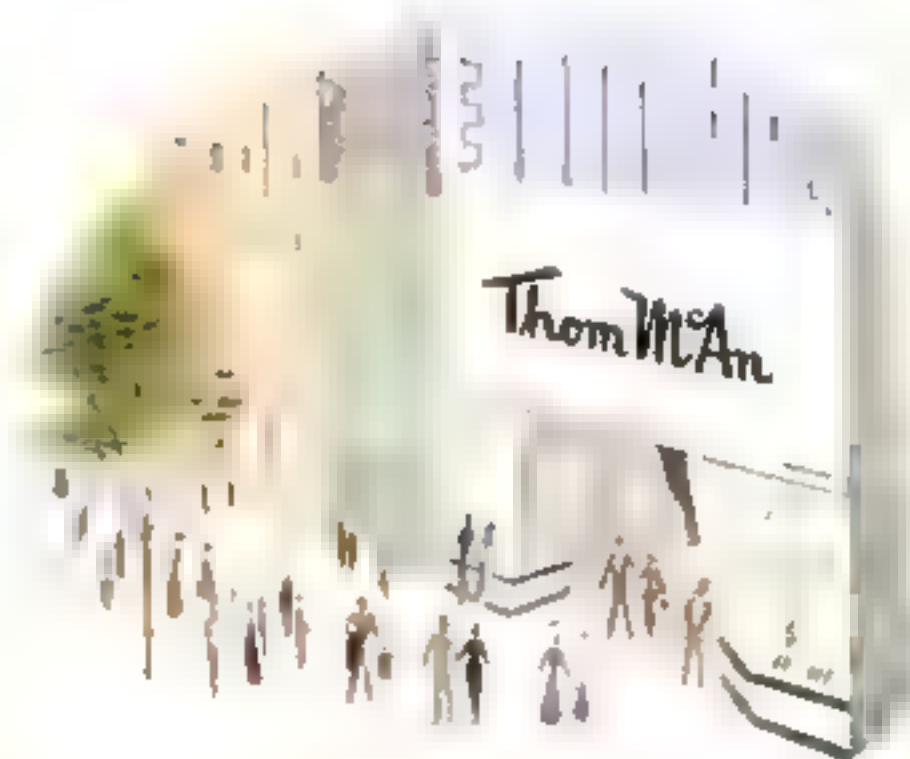
A cool summer shoe for your cool summer suit...

# MIRACLE NYLON MESH !

It's like no other shoe you've ever worn ... a smart dress shoe—correct for both business and casual wear—yet as light, comfortable and breezy as a sandal. It's made of the same fine Nylon Mesh used in the most expensive shoes ... the light-as-air Nylon Mesh that wears forever, that won't crack, that cleans with a

damp cloth. Yes, these cool, new, 1952 Thom McAns look expensive, but they're not. And that's because we sell *more* shoes than any other brand, and sell them coast-to-coast in our own 567 stores. Thom McAn — *there's* a good shoe for you.

\$7<sup>95</sup>



Cool NYLON MESH  
expensively styled in  
the newest wingtip  
Fine leather sole  
Style 9610

Cool NYLON MESH  
in the classic wingtip  
style. Correct for both  
business and leisure  
wear. Leather sole  
Style 9600

Cool NYLON MESH  
in the new slip-on  
style. Always looks  
trim and neat. Flex-  
ible leather sole  
Style 9602

## Thom McAn

WORN BY MORE MEN THAN ANY OTHER BRAND  
THEY MADE GOOD because THEY'RE MADE GOOD

A Division of Melville Shoe Corporation, 25 West 43rd Street, New York City



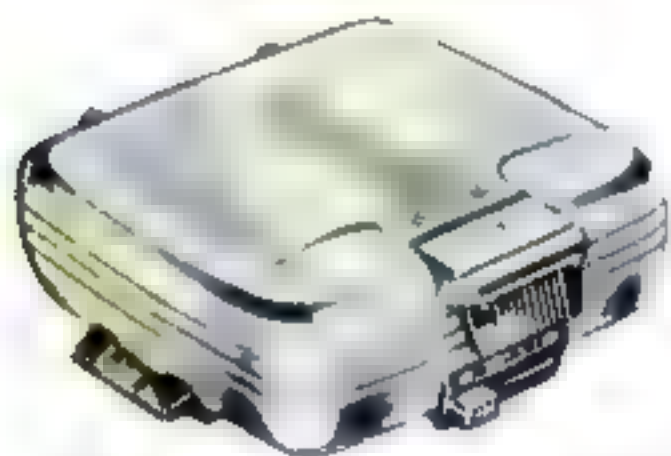
GOOD NEWS FOR  
BUDGET-MINDED  
FAMILIES

# ALL THESE FAMOUS-FOR-QUALITY

# AT Firestone DEALERS

## UNIVERSAL

COOK-A-MATIC



Bakes giant-size waffles, fries ham or bacon and eggs and toasts sandwiches.

**34<sup>95</sup>**

## COFFEEMATIC

Brews coffee to flavor selected, then keeps it piping hot—without increasing strength.



**29<sup>95</sup>**

## General Mills Tru-Heat Iron

SPONSORED BY Betty Crocker



The famous "Betty Crocker" iron that moves backward as easily as forward! Makes ironing twice as easy. It has longer, larger "Full-Vue" ironing surface. Easy-to-set "Tru-Heat" selector assures the correct pressing temperature for all fabrics. Safety side rest prevents scorching ironing board cover. Beveled sole plate glides easily under buttons. "Tru-Fit" handle is easy to hold . . . stays cool. Underwriters listed.

**14<sup>95</sup>**

## Westinghouse ELECTRIC ROASTER



This smart, modern roaster makes every cook a chef! "Look-In" lid lets you peek at food. "Tru-Temp" heat control dial maintains the temperature you desire. "Time-Temp" shelf shows you at a glance the correct temperature and cooking time required for various foods. Has removable 18-quart porcelain pan. Includes five-piece glass ovenware dish set.

**42<sup>95</sup>**

## Westinghouse Open Handle IRON

A completely different iron with a new style handle. Weighs only three pounds. It's easier on your hand—easier on your wrist—easier on your iron deeper into sleeves, collars, pockets and deep pleats. Fingertip giant-size temperature control is easy to read—easy to set. Permanently attached seven-foot cord.

**12<sup>95</sup>**



## Handyhot PORTABLE WASHER WITH AUTOMATIC TIMER



Perfect for apartment washing. Handy, too, for baby's wash, lingerie and "in-between" washes. Set timer for proper washing period for various fabrics and forget it. Shuts off automatically when clothes are washed. Polished aluminum tub washes up to three pounds of dry clothes. Oscillating agitator gets clothes clean!

**39<sup>95</sup>**

## It's fun to keep house the Presto way!



Priced from **12<sup>95</sup>\***

So easy, so safe, so wonderful to use! Save time, save money and serve more delicious, nutritious meals 365 days a year!



**19<sup>95</sup>** Fed. tax incl.

Uses ordinary tap water! Saves up to 1/2 ironing time! Irons most clothes without sprinkling. Weighs only 3 1/2 lbs.



## Firestone SLUMBERTONE CLOCK RADIO



Lulls you to sleep and awakens you to music—the modern way to start the day.

**35<sup>95</sup>\***

## Firestone CARAVAN PORTABLE RADIO



Beautiful maroon or green plastic cabinet. Wonderful tone. Operates on AC-DC or batteries.

**31<sup>95</sup>\***

## Rival STEAM-O-MATIC

STEAM AND DRY IRON

Eliminates bothersome sprinkling . . . steam presses as it irons! Weighs only three pounds. Fully automatic. Uses ordinary tap water.



**19<sup>95</sup>**

## Rival CAN-O-MAT



**4<sup>98</sup>**

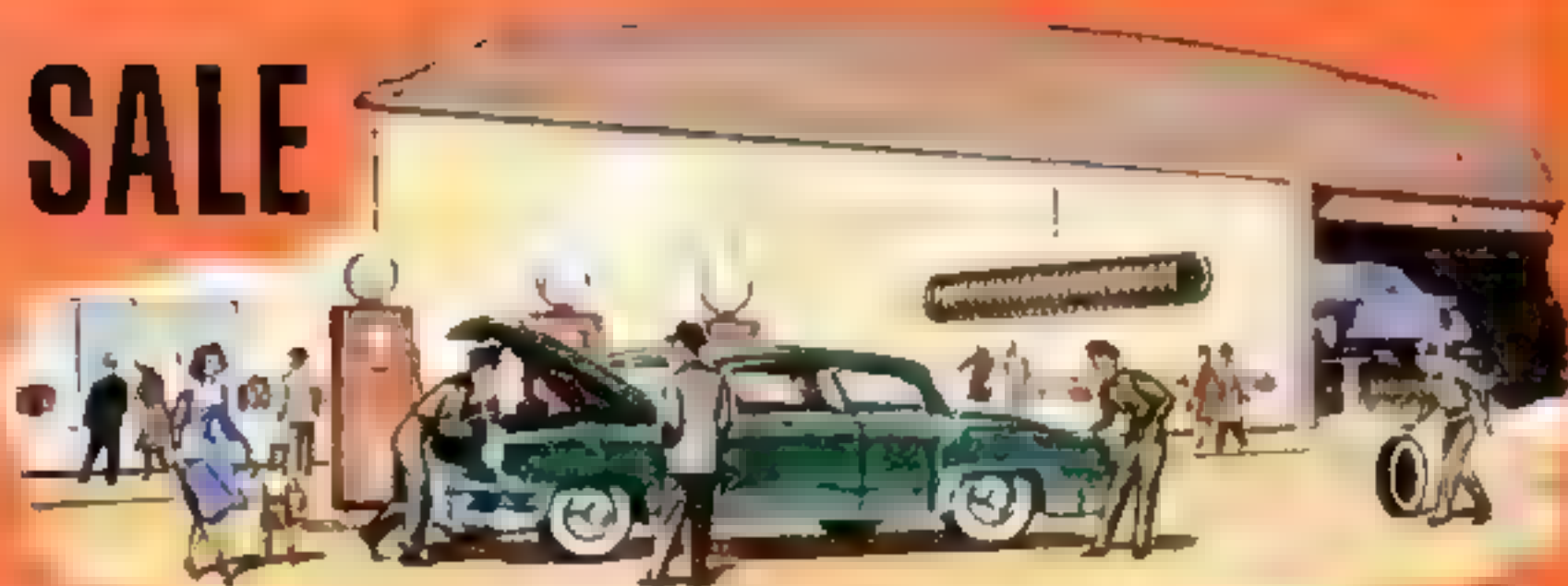
New removable cutter. Cleans easily. No levers, no oiling. Single-action handle opens all cans . . . all sizes . . . all shapes!

Copyright, 1952, The Firestone Tire & Rubber Co.

SEE THE COMPLETE LINE OF EXTRA-VALUE PRODUCTS FOR HOME AND FARM, FOR CARS AND



# PRODUCTS NOW ON SALE AND STORES



## KNAPP **KM** MONARCH CHEFSTER

A deep fryer that is truly seven appliances in one! It deep fries, bakes, steams, warms, pops corn, blanches and even doubles as an electric chafing dish. The lightweight, deep basket can hold enough chicken or potatoes for the entire family. Fat or oil is held in 3 3/4-quart aluminum pan that absorbs heat and distributes it evenly. Base has cool black plastic feet and handles.

**31<sup>50</sup>**



## **KM** LIQUIDIZER

Does jobs no other appliance can do — it liquidizes, blends, stirs, purees, grates, shreds, chops, grinds, stirs, whips, and mixes. Three powerful speeds — low, medium and high. AC or DC. Underwriters Listed. Recipe and instruction booklet is included.

**39<sup>50</sup>**



## **KM** TRAVEL IRON

Perfect for traveling. Folds flat into small case. Has easy-to-read heat indicator.

**8<sup>95</sup>**

## **DORMEYER** FRIWELL



Deep-fries six delicious portions at once... *automatically!* Thermostat control and Monotube heating through sides mean quicker, even frying, no scorching or burning. Safe "Drain-Away" Faucet eliminates dangerous hand-pouring. Economical too, only 3 lbs. of shortening needed—reusable many times. In sparkling, durable metal finish. Guaranteed. New Free Fri-Well Recipe Book.

**29<sup>95</sup>**

## **DORMEYER** FOOD FIXER MIXER



It's a grinder, juicer, mixer — all in one! Ten recipe-tested speeds on dial selector. Finger-tip beater release. Includes electric food grinder, all accessories and recipe book "Electric Mix Treasures" at no extra cost. Guaranteed.

**46<sup>50</sup>**

## **Firestone** *De Luxe* CHAMPION TIRES

Firestone De Luxe Champions are first choice with motorists who want more miles per dollar and greater protection against blow-outs and skidding. Built with the exclusive Firestone Safti-Lock, Gum-Dipped Cord Body and exclusive Firestone Safti-Grip Tread. Regular and Super-Balloon sizes.

## and Puncture Proof Tubes

The Firestone All-Butyl Puncture Proof Tube is built with three layers of tough butyl rubber. It is easier riding, safe at any speed and the dangers of roadside delays due to punctures are eliminated. And this amazing tube costs 25% less than ordinary puncture proof tubes!

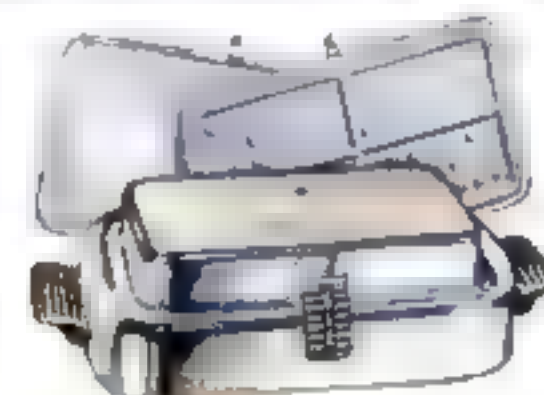


Enjoy the Voice of Firestone on radio or television every Monday evening over NBC

## **Domination** BREW-O-MATIC COFFEEMAKER

Nine-cup. Set the "Flavor Regulator" and coffee is brewed any desired strength. Coffee is kept deliciously hot.

**16<sup>95\*</sup>**



## **GRID-A-BOUT** **15<sup>95\*</sup>** Sandwich Grill and Waffle Iron

Toasts, makes sandwiches, grills, fries, bakes waffles, etc. Just one set of reversible grids.

## **CORY** AUTOMATIC VACUUM-TYPE COFFEEMAKER

A perfect cup of coffee every time! This automatic electric coffee brewer makes from four to eight cups of delicious coffee in just ten minutes — keeps it piping hot until served. Made with special feather-weight construction for easy pouring, easy serving. Easy to clean. Underwriters Listed.

**28<sup>95</sup>**



Prices subject to change without notice.  
\* Slightly higher in some sections of the West.

**TRUCKS, FOR WORK AND RECREATION NOW ON SALE AT FIRESTONE**





# Heavenly Bodies

one of these two swimsuits  
will make your figure more heavenly

...for Cole builds an out-of-this-world figure into every suit, whether you want to conceal a little or reveal a lot. *Left*, slim-skirted wonder that wraps around to sleek away inches. *Right*, poured-in version that encourages your curves. Brilliant fine cottons, each \$12.95.

*For a heavenly day at the beach ...  
insist on Cole of California!*



COPY 1952 COLE OF CALIFORNIA, INC. LOS ANGELES 56



# '... AT LAUGHABLY LOW PRICES ...'

## Bob and Ray spoof radio, TV idiocies

Their radio and TV programs usually open with the announcement, "Bob and Ray present the National Broadcasting Company."

From this point on, Bob (Elliott) and Ray (Coupling), showing no respect for the industry that provides them with an increasingly good living, proceed to lambaste the myriad idiocies of radio and TV. They have their own giveaways, including a Jim Dandy Burglar Kit (p. 67) and a commuter's economy kit (a conductor's hat, a black coat, a ticket punch and instructions; "Keep walking up and down the train"). They offer items (right) at "laughably low prices" and reinforce their sales appeal by loud guffaws. Once they had a burlesque soap opera, *The Life and Loves of Linda Lovely*, which got so lugubrious that they killed off all its characters in one five-minute episode and replaced it with *Mary Backstuge, Noble Wife*.

Bob and Ray began as disk jockeys in Boston, came to New York 10 months ago and were presented to a wider audience, now about 15 million a week. They sometimes don't know their own strength. When they solemnly announced that listeners could get a Home Dismantling Kit by writing the Smithsonian Institution, the Institution got so many requests for the kit that it indignantly told Bob and Ray to refrain henceforth from using its address.



**PERMANENT PROP** is print of *Histler's Mother* showing her looking in wrong direction. No one has ever explained the gag.

**BARGAIN SALE** is satirized as Bob and Ray offer balloons with patches. "Ideal if you want to send your boy away to camp." Dizzy way to travel is shown by Bob (left).





# PEQUOT! SHEETS!

## MAY SALES

### ARE ON ALL OVER THIS WHOLE COUNTRY...

*... and, believe us, the prices  
are way, way down—a bargain  
value indeed—you be the judge.*

*Stock up now on Pequots—buy  
'em by the dozen! It may be  
years before they'll be as  
cheap. Strictly first quality  
only and all bearing the  
Pequot ticket and tab label.*

**Don't settle for less!**

• Pequot percale,  
the standard combed  
medium percale.



Pequot Plus-Service,  
the fine heavy muslin  
that wears and wears.

Pequot's Salem—  
the popular priced  
medium muslin.



# YES—

they're all there at your favorite store—  
only dozens enough for about one family  
in nine—so get yours while the getting is good!

Bob and Ray CONTINUED

## BEAUTY AIDS AND MURDERERS

Bob and Ray ad lib most of their lines and take most of the roles themselves. Sometimes on television they play so many parts that they make costume changes at the rate of one per minute. They have the support of Audrey Meadows, who was born in China of missionary parents and was originally trained to be a concert singer. She kept busy on a recent show when Bob and Ray parodied two TV staples (below).



WHAT EVERY GIRL NEEDS to be a beauty queen is offered by Bob and Ray in "Miss America Kit," which contains banner with name of every city, thus avoiding competition. Only other requirement is "You must be a girl."



SOAP OPERA is burlesqued in *Mary Backstayge*. Here Handsome Harry Backstayge (Ray), jailed for killing his play's angel, watches as Playwright Greg Marlowe (Bob), who came to comfort him, makes love to Harry's wife.

CONTINUED ON PAGE 67



# Guards fresh and frozen foods as no other refrigerator can!



1952 Servel brings you the miracle of

**PERMACOLD**

—the freezing system with no moving parts  
... stays silent forever

SEE ALL YOU GET IN THIS ONE FINE REFRIGERATOR

Store up to 70 pounds of frozen foods...freeze any foods you wish ... you know they're safe with ever-dependable PERMACOLD!

**1. HOME FREEZER COMPARTMENT**  
Only Servel gives you a freezing system that goes into action on a change of even one degree. Ask about it.

**2. FRESH FOOD COMPARTMENT**  
Only Servel gives you a big fresh food compartment with correct temperature controlled by PERMACOLD.

**PERMACOLD** freezing system guaranteed twice as long as any other refrigerator...10 full years!

**Saves you \$100 to \$140.** Remember, it's usually after the fifth year—when the guarantee period is over—that other kinds of refrigerators need the really expensive repairs ... such as new freezing units which cost up to \$140.

Servel, without a single moving part in the freezing system, eliminates 5 different places where other refrigerators break down. For 10 years you'll never pay a cent for any replacement part in the Servel PERMACOLD freezing system.



• Here ... and in the big home freezer compartment ... is the space you need for once-a-week supermarket shopping ... for storing fresh and frozen foods in extra quantity.

**Now! Automatic defrosting plus**  
all these other new and exclusive features

- ✓ **Automatic Defrosting!**  
The Servel fresh food compartment stays clean, ice-free, always! ... automatically!
- ✓ **Adjustable Shelves!**  
Space for extra bottles, holiday turkeys, melons ... extra interior space without taking more floor area.
- ✓ **Butter Conditioner!**  
Keeps your butter at right temperature for easy, economical spreading, a truly deluxe feature.
- ✓ **Permanent Silence!**  
The only complete line of refrigeration with a freezing system that never becomes noisy.
- ✓ **New Door Handles!**  
Open easily with a nudge from your arm, elbow, or wrist!
- ✓ **Odds & Ends Basket!**  
A neat, handy catch-all—foods can't become mislaid.

**CHOICE OF  
INTERIOR  
COLOR DECORATION**


Exclusive with Servel!  
Icicle Blue, Sunfrost Green  
or Luminous Gold.

**Servel**

The only refrigerator that operates on  
**GAS or ELECTRICITY**







"When your aim is  
good taste in whiskey—  
say CORBY'S"



Next time you take time out for pleasure,  
add to your enjoyment with Corby's. Find  
out for yourself why this superb whiskey  
is one of the largest-selling brands in  
the U.S. Just set your sights on the  
parrot on the bottle . . . and say Corby's!



Say

**CORBY'S**

One of the largest-selling  
whiskey brands in America

RESERVE BLENDED WHISKEY—86 PROOF—68.4% GRAIN NEUTRAL SPIRITS—JAS. BARCLAY & CO. LIMITED, PEORIA, ILL.





Bob and Ray CONTINUED

## HUCKSTERS FOR THIEVES, INC.

"Would you like to be a big shot? . . . Now at last you can pull big jobs, be a person of means, the pillar of your community. . . ." With this introduction, Bob and Ray offer their burglar kit, "the only complete burglar outfit offered today." Such tongue-in-cheek sales bids, for which Bob and Ray suggested listeners write "THIEVES, NBC," bring in from 750 to 1,000 letters per week, some of them quite serious.



**BURGLAR KIT** offered by Bob and Ray includes masks, jimmies, crepe-soled shoes, plans of three banks and list of aliases such as Benjamin Franklin.



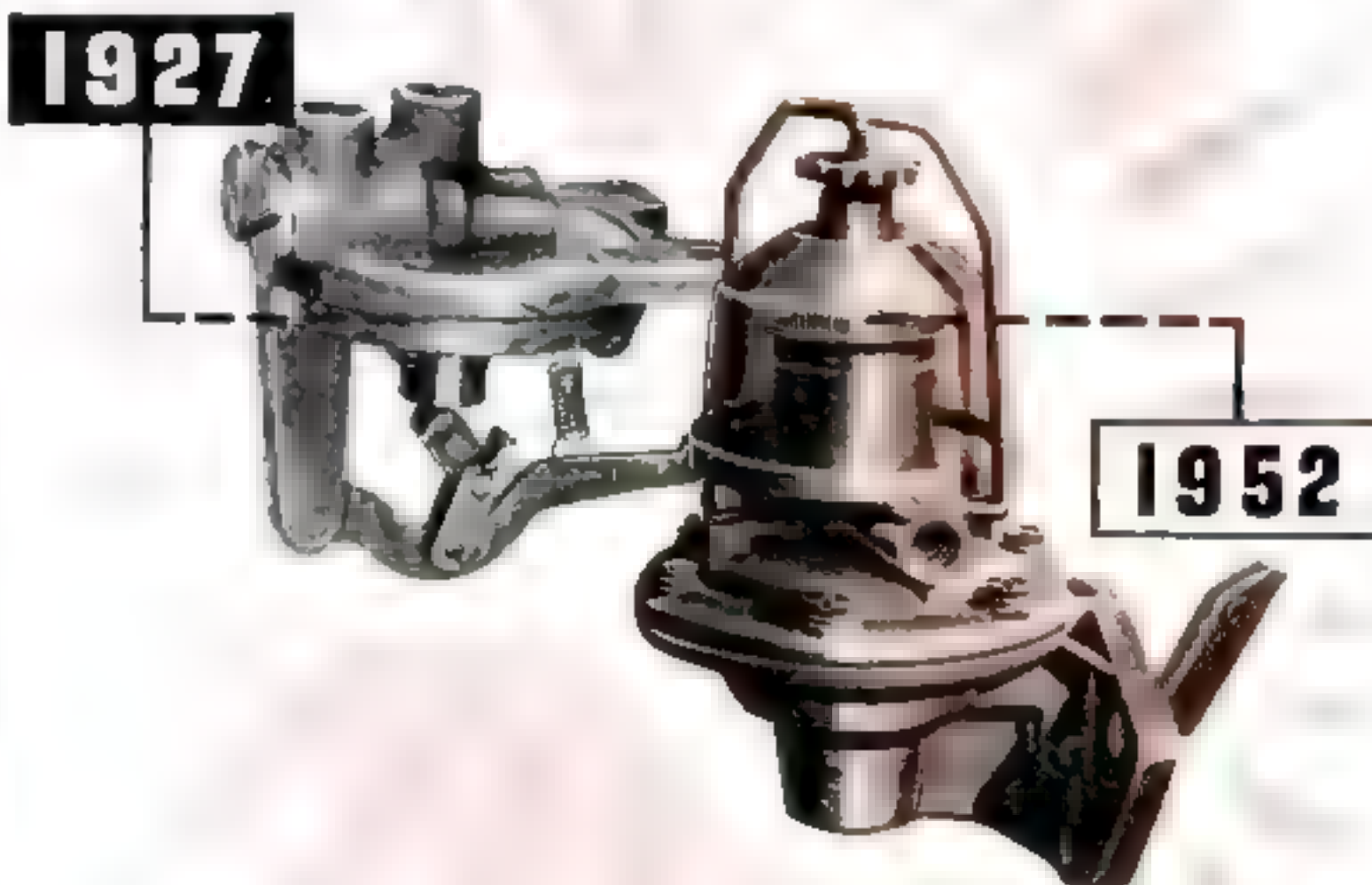
**IMITATION POCKETS** are featured in suit which "comes in shiny blue, mud brown and bilge-water black," offered for "laughably low price of \$12.95."



**TRIUMPHANT VILLAIN** generally bests the private eye, Hartford Harry, in whodunit. Here Harry gets conked as he ogles his secretary, Friday Holiday.

CONTINUED ON NEXT PAGE

# ORIGINAL AND STILL FIRST



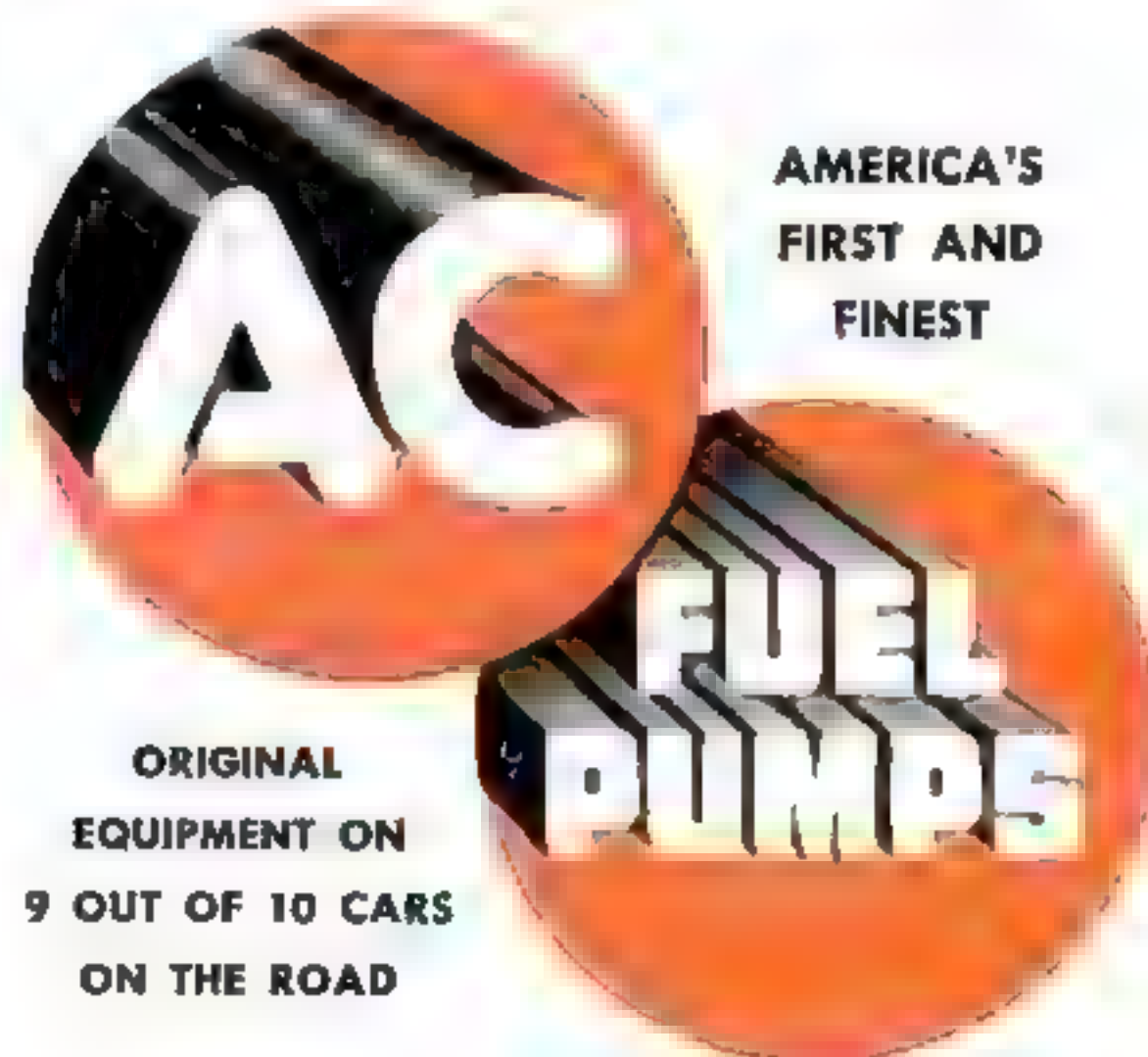
It was back in 1927 when AC first offered to automotive engineers an improved method of supplying gasoline to the carburetor —AC Fuel Pumps.

They were so sound in design, so reliable in service, that they were adopted as the industry's standard.

More than 100,000,000 AC Fuel Pumps have since been built. Over 40,000,000 are in daily use.

This 25 years of leadership is evidence of AC's superior quality —proof that there are none better.


AC SPARK PLUG DIVISION  GENERAL MOTORS CORPORATION





**THE LOVABLE GIRL-OF-THE-MONTH**

Painted from life  
by famous  
illustrator  
Paul Rader



*She loves her*  
**Ringlet** *Strapless*

You'll adore it, too, for Ringlet's exclusive free-floating boning gives you cradle-action fit and security such as you've never known in a strapless bra. And Ringlet's superior single-needle stitching locks in the flattering shape... shape that won't wear out, won't wash out. A joy to wear! Ask for it... Lovable Ringlet... only \$1.50 everywhere. Extra... in lovely embroidered nylon sheer, \$2.

*Any way you figure it's Lovable!*

Customized by  
Good Housekeeping

The Lovable Brassiere Co., 180 Madison Ave., Dept. L-5, N.Y.C. 16

## Bob and Ray CONTINUED



**SURGICAL INTERLUDE** interrupts rehearsal of a bogus brain operation when Bob decides to start cutting at elbow and the plot begins going to pieces.

## 'NEVER KNOW WHAT'LL HIT YOU'

Bob and Ray turn rehearsals into a bedlam. "I like it better than any other show," says their wardrobe mistress. "When you come into the studio, you never know what'll hit you."

While Bob and Ray cavort, toss props around, invent lines and clown, the director, Coby Ruskin, a harassed gentleman who must feel that he is growing old before his time, tries to keep some semblance of order. Once they were rehearsing their offer of a vacationist's kit—it included a sound-effects man to make country noises to give the kit owners the feeling of the country if they couldn't afford to go away. Bob and Ray were getting ahead of the sound-effects man and the director stepped in. "Sound effects! Sound effects!" he shouted. "You have got to allow time for sound effects." Ray shook his head. "Don't come to us," he said grandly, "looking for favors." The exasperated director threw up his hands. During the telecast, when Bob and Ray announced a moose, a bull frog was heard croaking. When they called for crickets, a moose bellowed. It was a big hit with their audience.

Confronted with such situations, Director Ruskin usually just gives up. Unlike most TV directors he rarely marks the floor for performers. He merely reminds Bob and Ray occasionally to face the camera.



**TRIBUTE TO DIRECTOR**, whom they actually like very much, is paid in a variety of grimaces by Bob, Ray and Audrey when he asks them to rehearse





*White sidewall tires at extra cost when available. Jewels by Van Cleef & Arpels*

## IT'S A "WHO'S WHO" OF THE HIGHWAY!

If you could see a list of all the distinguished persons who own and drive the Cadillac car—you would know, beyond any question, that the statement made in this headline is true. For the roster of Cadillac owners comprises a virtual listing of the best known and most respected names of our day . . . men and women of recognized achievement and accomplishment . . . leaders in virtually every phase of business, of industry and of the professions. As you would expect, there is excellent reason why so many of the world's distinguished motorists have

found a common meeting-ground in Cadillac. It is because they demand superlative things from their motor cars. They demand great beauty, great performance and great distinction . . . and they have come to Cadillac as naturally and inevitably as the night follows the day. If you hope, some time, to find in *your* motor car what these many distinguished motorists have found—come in at your first opportunity. One look and one ride—and you'll *know* that there has *never* been a more wonderful year for adding your own name to the "who's who" of the highway!

THE GOLDEN ANNIVERSARY

*Cadillac*

STANDARD OF THE WORLD!

YOUR CADILLAC DEALER





# Give

## See how these famous



When the body weight falls incorrectly on the inside of the foot, toes tend to point out as illustrated at the left. An unnatural strain is placed on foot and leg muscles. As a result, you tire more easily and are less comfortable.

The "rigid wedge" ("A" at left) in "P-F" Canvas Shoes helps keep the weight of the body on the outside of the normal foot - increases comfort by lessening foot and leg muscle strain - helps you go full speed longer.

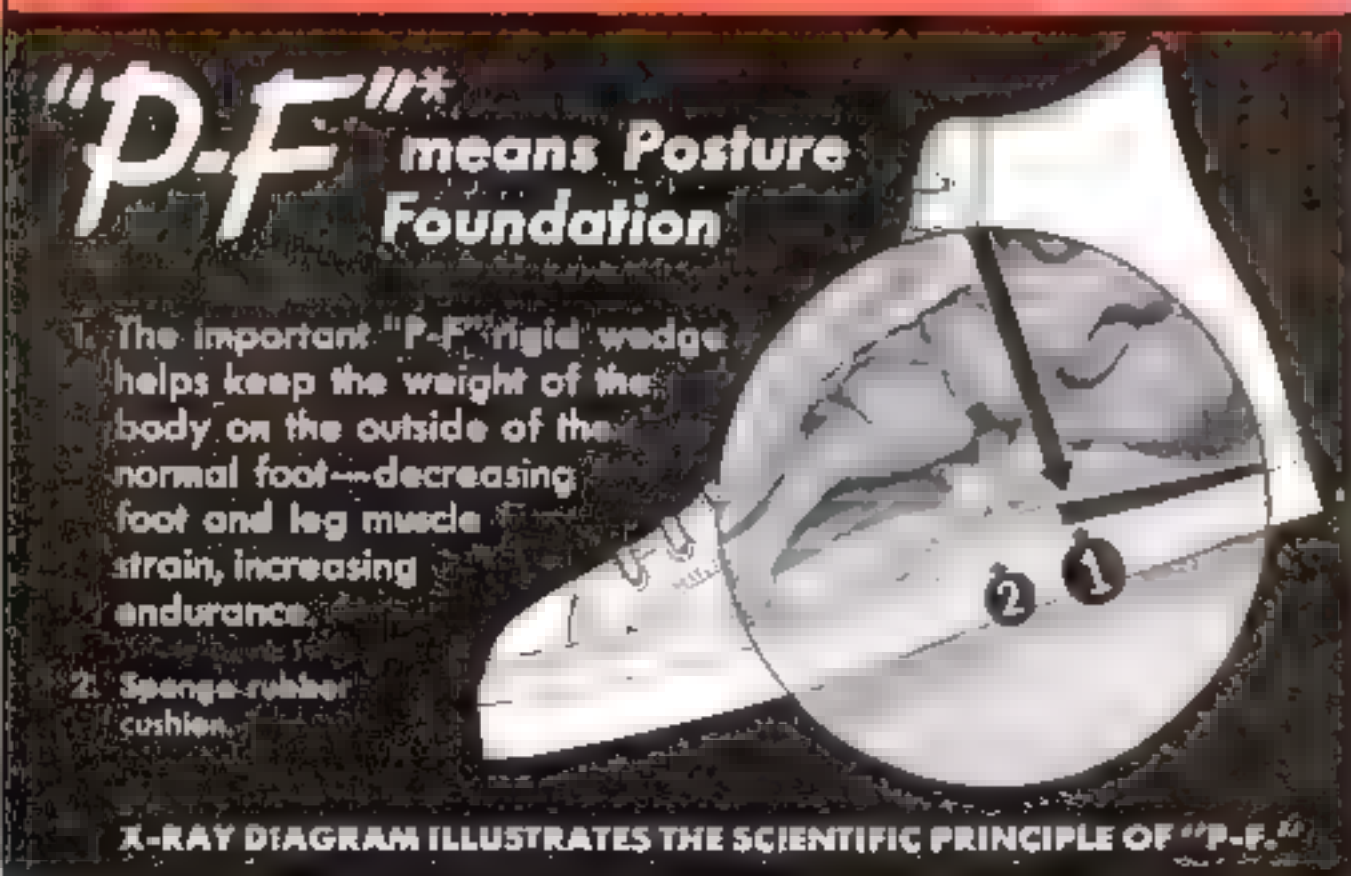
INSIST ON







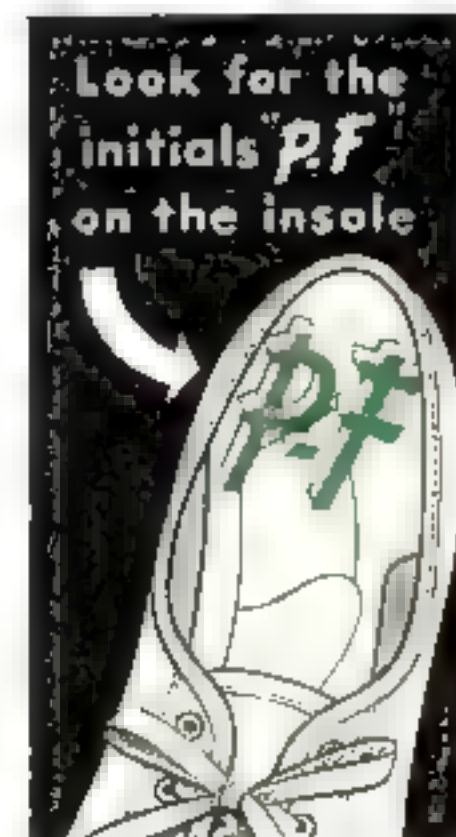
# Your Feet a Treat!



## Canvas Shoes help

- lessen foot and leg muscle strain
- increase endurance
- you play or work longer
- you enjoy more comfort

**"P-F" Canvas Shoes  
are available  
in all popular styles and colors.**



**CANVAS SHOES MADE ONLY BY Hood Rubber Company AND B. F. Goodrich**





Now's the time for **JELL-O**\*

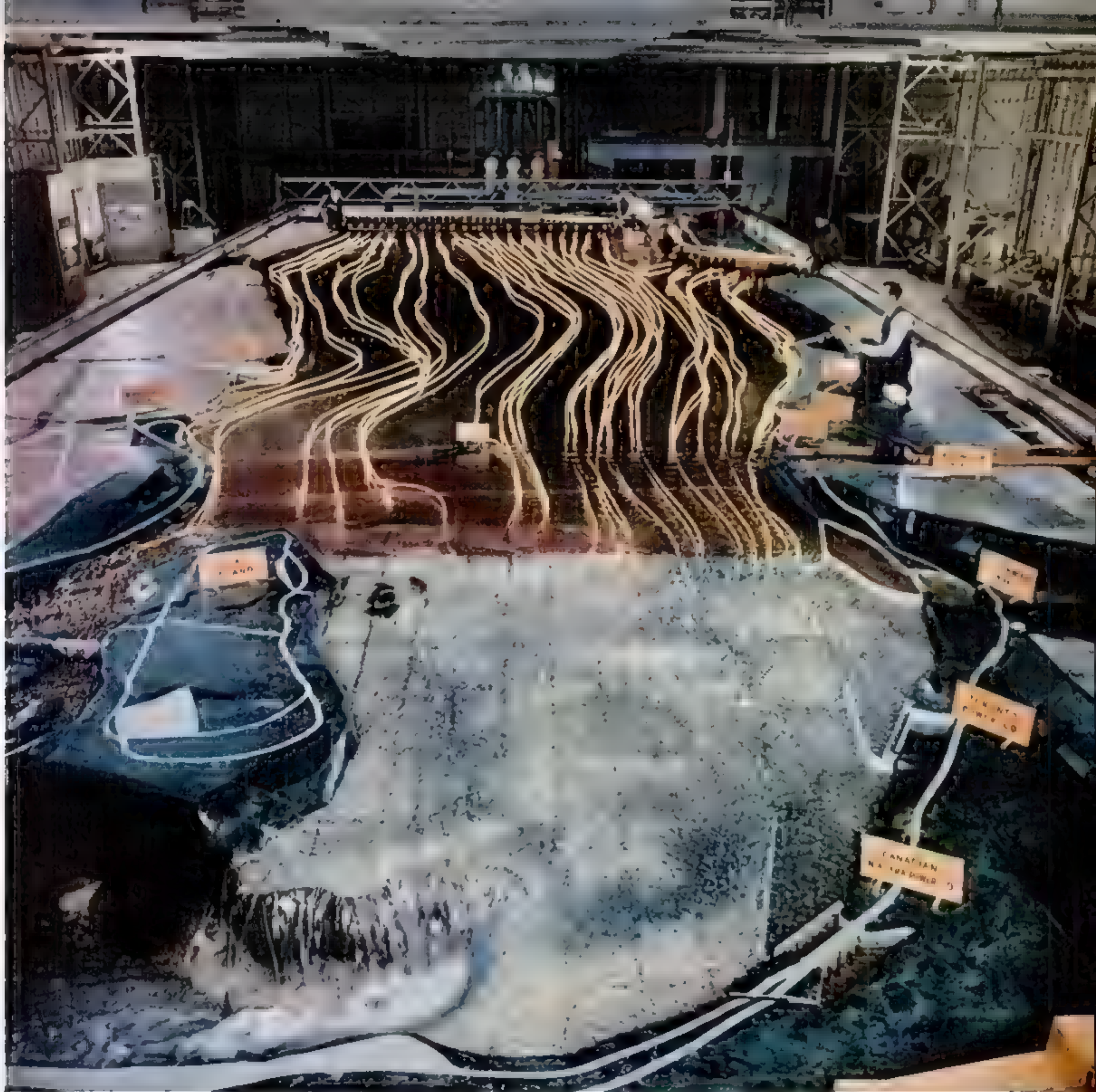
Jell-O sure is a budget-blessing these days! For mere pennies per portion, you can still serve your family a really swell Jell-O gelatin dessert! And just think how easy Jell-O is to make, too!



\*JELL-O IS A REGISTERED TRADE-MARK OF GENERAL FOODS CORP.

Copyright 1952, General Foods Corp.





## LITTLE NIAGARA

Candles floating down realistic \$60,000 model tell Canadian engineers about the river's currents

The light-streaked waterway above is a detailed model of a four-and-a-half mile stretch of the Niagara River just above Niagara Falls. The streaks are caused by candles floated down the miniature river on chips of wood. Built by Canadian engineers and housed in a special building in Toronto, the model serves a dual purpose. First, through study of its currents, power experts will determine the best spot on the Canadian side (*right bank*) for a huge water intake which will lead to a new \$182 million generating station. Second, their study will tell them how,

by diverting the flow of water, they can eliminate some of the beauty-destroying crozier of Horseshoe Falls (*left foreground*).

The model, which is 96 feet long and 37 feet wide, costs \$60,000. Working from soundings obtained with supersonic devices installed in helicopters and balloons, engineers constructed it to conform exactly with the river bed. To make rapids (*light area, foreground*), they put galvanized iron strips in the concrete bottom. On reaching the tiny turbulence of these waters, the current-marking candles go realistically out.





# Hit the California

# Jackpot!

Taste that California Sunshine Flavor...

It comes from tree-ripened California Valencia Oranges picked at their juicy perfection!

## 1728 PRIZES IN MISSION ORANGE CONTEST

Three prizes for every winner! One for yourself  
...Two for your family



JUST WRITE THE LAST LINE TO  
THIS MISSION ORANGE JINGLE

Mission Orange tastes just right!  
Drink it morning, noon or night.  
This sunny California treat

YOU WIN  
ALL THREE

### For Mom and Dad— 5 ACRE CALIFORNIA ORANGE GROVE

Your dreams come true! Pick oranges from your own trees! Live in year-round sunshine! Win a thrilling new way of life—a vacation spot—the place of your dreams to retire to! Just send in the winning last line to the Mission Orange jingle and these five fabulous acres in beautiful Southern California are yours—FREE!

### For Teenagers—CROSLY SUPER SPORTS CAR

Powered by the famous Crosley engine, it's the most talked about car in its field. A real sports car that has turned in racing records in competition against cars costing up to \$20,000! First, in the Sam C. Collier Trophy Race at Sebring, Florida. First, at the Grand Prix, Switzerland. Safe and easy for young people to handle. The hit of the teen-age crowd.

### For Small Fry— RANCHO CART AND PONY!

Picture your youngsters with this gentle Shetland pony for their very own! This little pony, complete with harness and gay rancho cart, will make the task as happy as Mom and Dad!

	For Mom and Dad	For Teenagers	For Small Fry
<b>25 SECOND PRIZE JACKPOTS</b>	<b>BENRUS SWEETHEART WATCH</b> ... styled by Benrus for America's sweethearts. One each for Mom and Dad. You'll love 'em!	<b>F T D FLOWERGRAM</b> for writing lovely \$25 bouquets anywhere in the world... through shops of Florist Telegraph Delivery	<b>CALIFORNIAN SUEDE JACKET</b> for boy or girl. Real Wild West Frontier Suede Jackets by California Sportwear Co.
<b>50 THIRD PRIZE JACKPOTS</b>	<b>EVANS TABLE LIGHTER</b> , Pair of new Evans Magic-Lamp Lighters in velvet-lined walnut case. "EVANS IS ELEGANCE"	<b>SPORTSHIRT by BARDON</b> at HOLLYWOOD Beautifully tailored Acapulco Prints, for young men or women. Smart, comfortable.	<b>WEN-MAC AEROMITE</b> Plastic controlled powered model plane. 1 cylinder gas engine. Ready to fly. A real thriller!
<b>500 FOURTH PRIZE JACKPOTS</b>	<b>CORY COFFEE BREWER</b> Famous Cory Regent Model. 4 to 8 cup All-Glass Coffee Brewer—complete with deluxe accessories.	<b>EVERSHARP STAR REPORTER PEN</b> ... with the famous Kimberly cartridge that doubles your writing mileage. A dandy!	<b>MISSION ORANGE</b> 24-bottle case ■ Mission Orange, the real orange drink with the California Sunshine Flavor kids go for

## EASY! FUN! Here's all you do...

1. Complete the MISSION ORANGE jingle shown at the top of this page. You can get an entry blank from your Mission dealer, or you can write out the entire jingle on a plain sheet of paper. Print your name and address plainly; enclose the cap from a bottle of Mission Orange—and mail to: MISSION ORANGE CONTEST, Box 3344, Los Angeles 54, California.
2. Send as many entries as you wish but be sure that you enclose a Mission Orange bottle cap with each entry. Any member of the family may enter this contest!
3. CONTEST CLOSES July 5, 1952. Entries must be postmarked not later than midnight, July 5, 1952 and received by July 19, 1952.
4. Entries will be judged on the basis of originality and appropriateness. Judges' decisions are final. Duplicate prizes in case of ties. All entries become the property of Mission Dry Corporation.
5. Contest open to all residents of continental United States, Puerto Rico and Hawaii, except employees and families of employees of Mission Dry Corporation, its subsidiaries and their advertising agencies.

# MISSION

# ORANGE

made from California Valencia Oranges



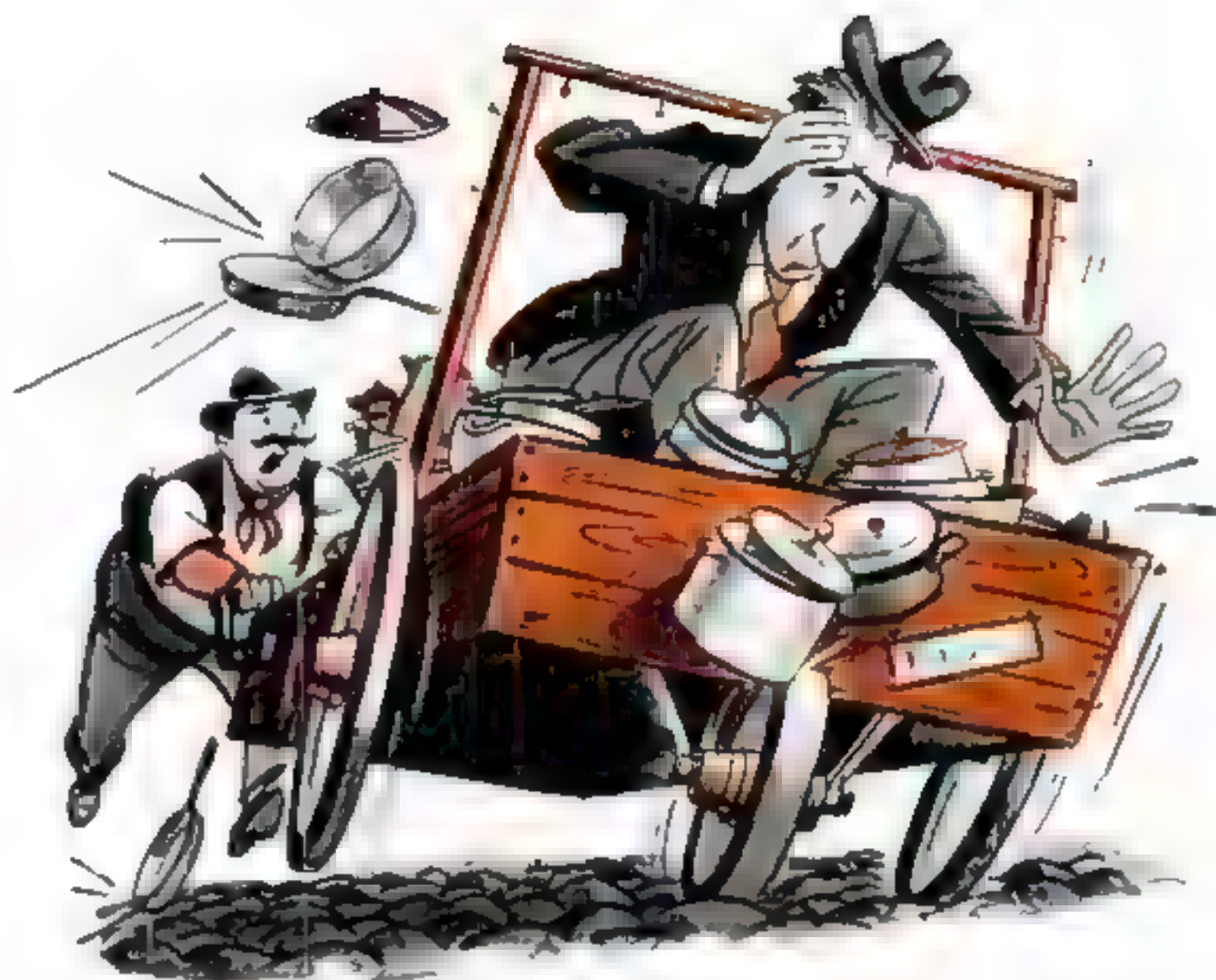


**REAL NIAGARA** is viewed from point under Rainbow Bridge between U.S. and Ontario. The falls in right background are in Canada, those to left, in U.S.

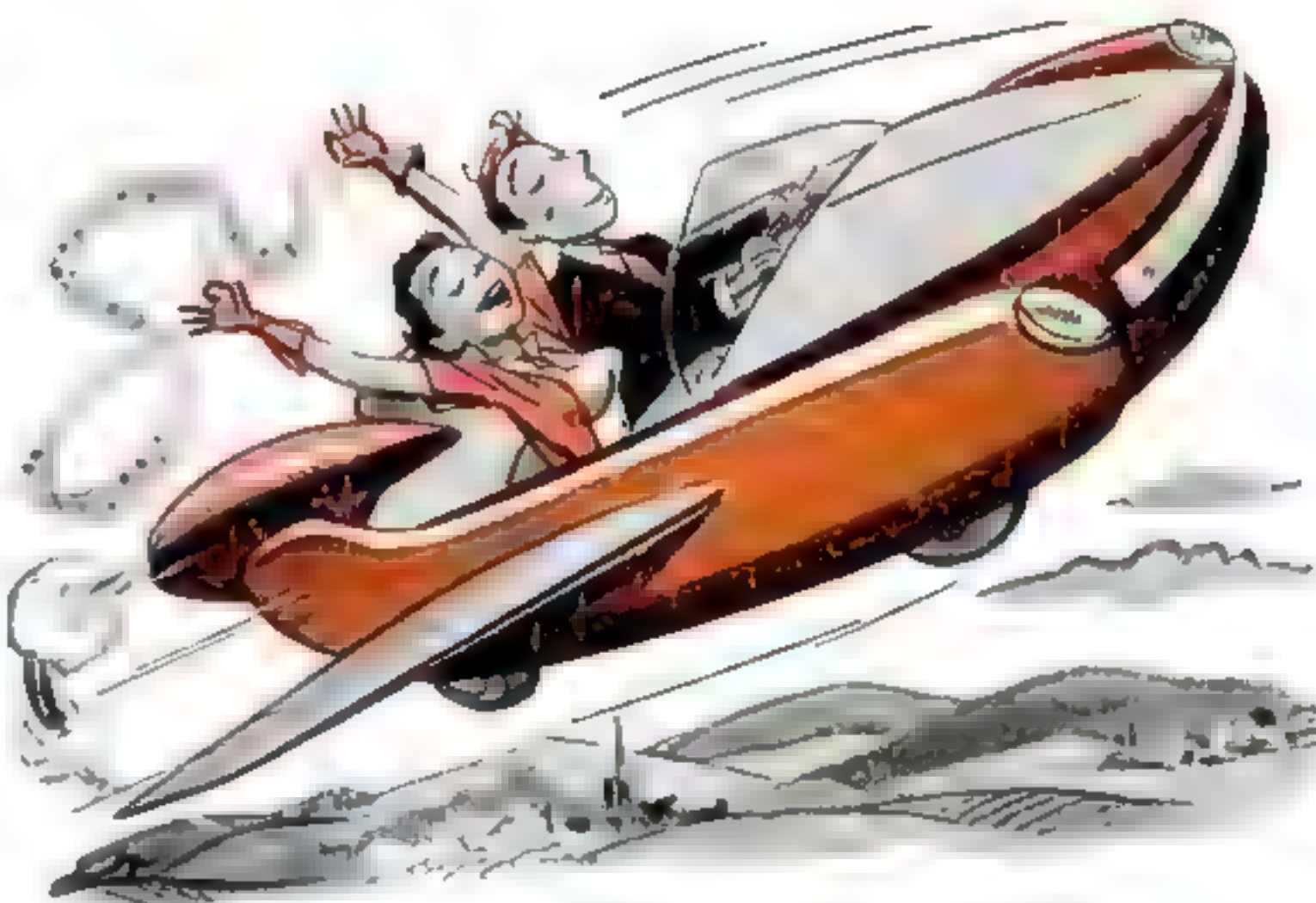


**MODEL NIAGARA**, also seen under Rainbow Bridge, is measured by two engineers. Model's scale horizontally is one to 250 feet, vertically, one to 50.

CONTINUED ON NEXT PAGE



If your car feels like this... it's time  
for **MARFAK** chassis lubrication



That cushiony feeling  
lasts longer with—



Make your Spring driving "cushiony" driving! Get *Marfak* lubrication. It lasts 1,000 miles or more — gives longer lasting protection to points of wear and friction. Tough, stretchy *Marfak* resists jar-out and squeeze-out, stays put when Spring rains and road water splash away. And that "cushiony" feeling tells you *Marfak* keeps on protecting from one lubrication job to the next. Today, get *Marfak* lubrication from your Texaco Dealer — the best friend your car ever had.

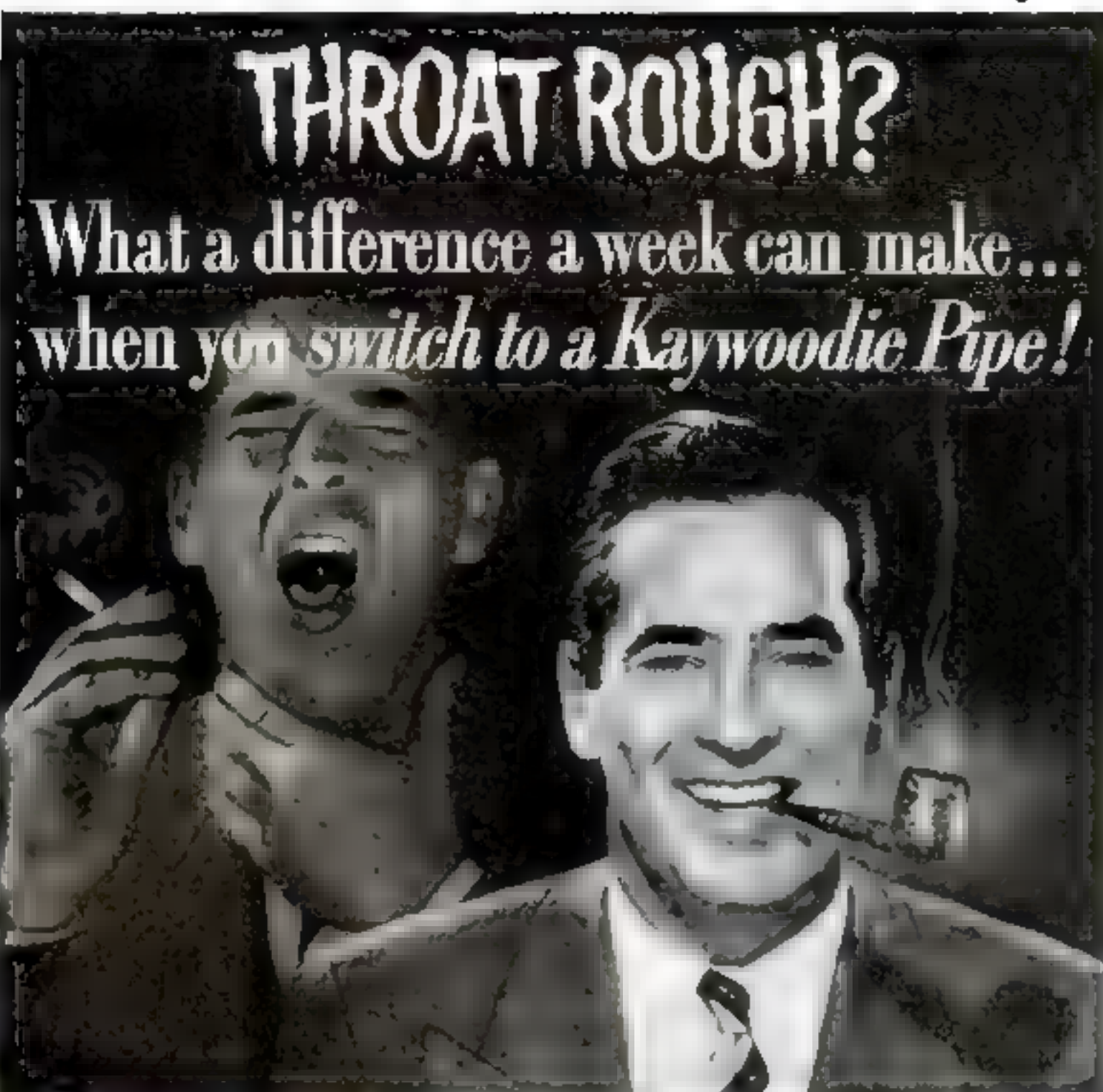
**THE TEXAS COMPANY**  
**TEXACO DEALERS IN ALL 48 STATES**

*Texaco Products are also distributed in Canada and in Latin America*



**TUNE IN: TEXACO STAR THEATER** starring MILTON BERLE on television every Tuesday night. See newspaper for time and station.





# THROAT ROUGH?

What a difference a week can make...  
when you switch to a *Kaywoodie Pipe!*

Jury of throat specialists confirm medical laboratory report:

## "Kaywoodies are the Throat-Easiest Smoke of all!"

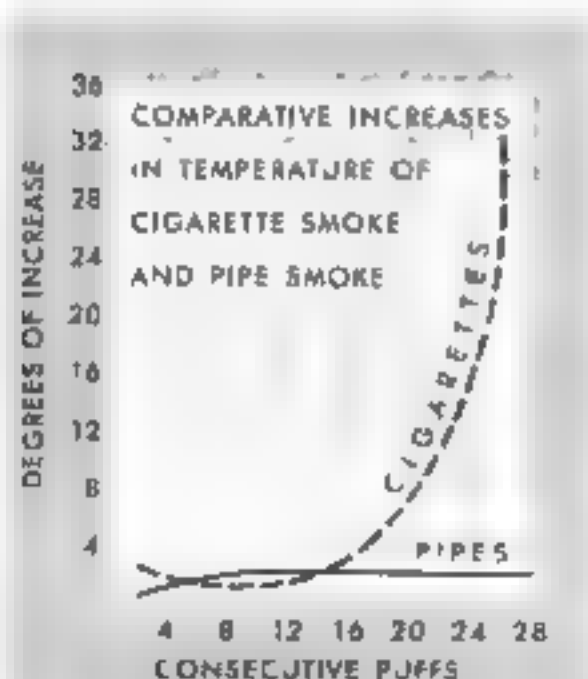
As far back as 1929, doctors knew that hot smoke is harmful...that irritating nicotine and tars increase as smoke temperature rises. Here are the *latest* facts, as revealed by painstaking laboratory research, and checked by throat specialists:

Kaywoodie cuts down nicotine and tars. Smoke from cigarettes and cigars contains much more harmful nicotine and irritating tars than smoke from Kaywoodie Pipes, 300% and 400% more!

Kaywoodie is the coolest-burning pipe. Tests comparing Kaywoodies with 34 other pipe brands prove that Kaywoodie with its 3 exclusive Throat Guards gives the coolest smoke...containing far less tars, resins and carbon particles!

Get the throat-easiest smoke!  
Convince yourself! Smoke a Kaywoodie. Notice how huskiness and rawness (and, in many cases, coughs due to smoking) disappear. Switch to a Kaywoodie today!

### PROOF: Kaywoodie burns cooler... REASON: 3 exclusive Throat Guards



Solid line shows how Kaywoodie Pipe rises only one degree in temperature... dotted line shows how hot cigarette smoke gets. It rises 35 degrees during same length of time... reaching 115 degrees!



Wide-opening bit diffuses smoke... helps cool it down.



Drinkless device makes smoke cooler, traps tar-laden slugs.



World's best briar... heat-resistant, porous for cooler, sweeter smoking.

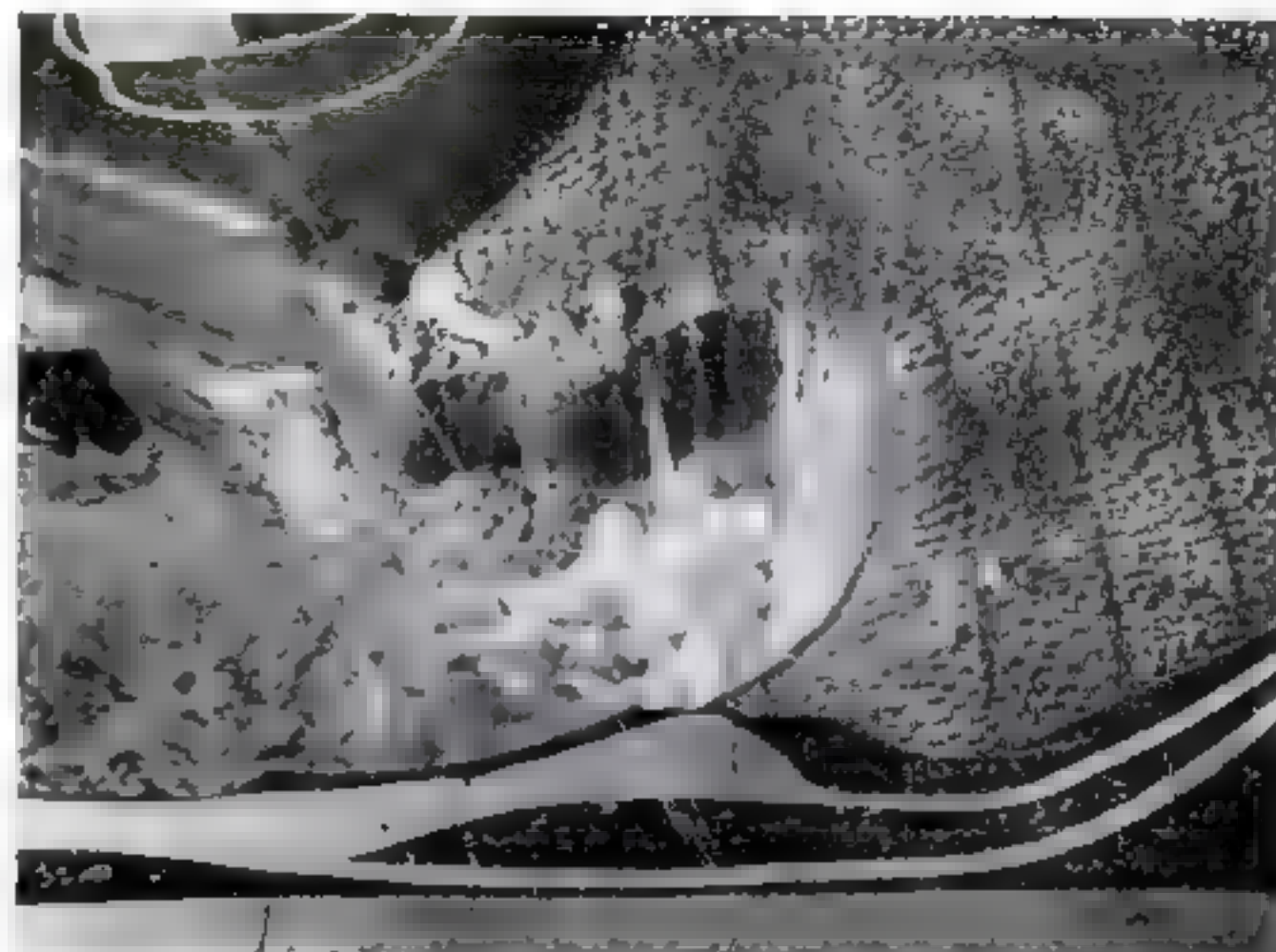
From \$4 to \$25 in wide variety of shapes

# KAYWOODIE



Look for the  
Kaywoodie cloverleaf

## Little Niagara CONTINUED



**MODEL CATARACT** tumbles over Horseshoe Falls past uprights set in bed to roughen flow. At capacity, water flows at 1,500 gallons a minute, 2.7 mph.



**MODEL ICE**, chunks of paraffin, is thrown in the river while an engine watches to see if it collects near the proposed intakes for the power station.



**MODEL BARGE** obstructs current in the middle of engineers' river just like the real barge which has been stuck on the rapids above the falls since 1918.



A stand-out in style!  
Saves gas every mile!

## *Studebaker Starliner*

### AMERICA'S SMARTEST "HARD-TOP"

This excitingly different Studebaker "hard-top" can be yours as a sprightly Champion in the lowest price field—or, if you wish, as a brilliantly powered Commander V-8.

Sparkling with verve and vigor in every one, it's a remarkable gas-saver. That's because Studebaker designing keeps it free from power-wasting excess weight.

Stop in at a dealer's showroom as soon as you can. Pick out a Starliner or one of the other thrilling new Studebakers.

Studebaker Automatic Drive or Overdrive is available in all models at extra cost.

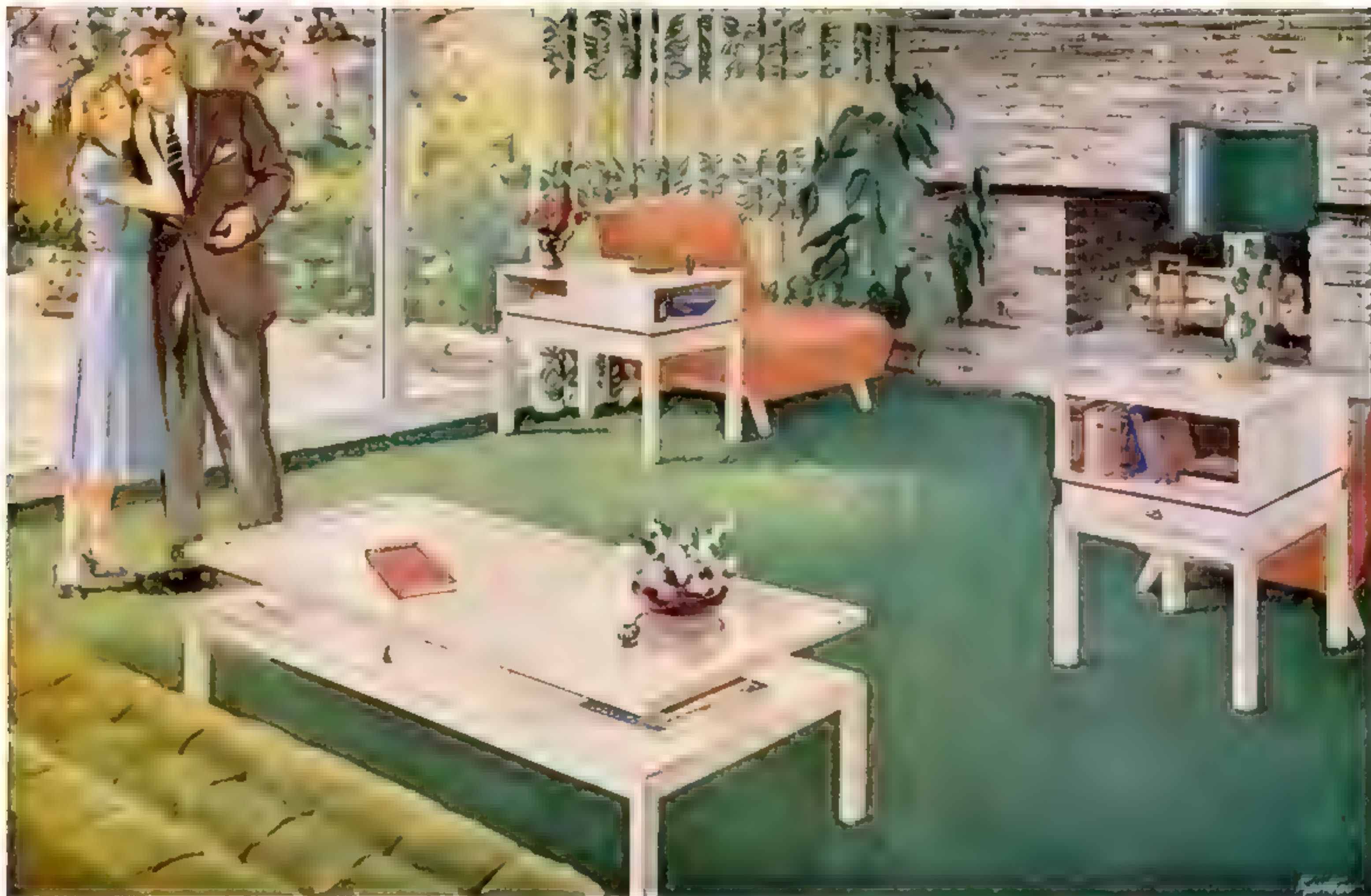
### '52 Studebaker



Commander V-8 Starliner "hard-top" convertible—also in Champion model. White sidewall tires, as available, and chrome wheel discs, optional at extra cost.

© 1952, The Studebaker Corporation, South Bend 27, Indiana, U. S. A.





No. 141 Handsome Modern Cocktail Table. Full-size drawer opens from either side. Magazine compartments each end. Matching Lamp Table, Lane No. 146, with book size shelf space and full size drawer. Also, shown, the No. 145 End Table with unusual magazine compartment design. All in lovely Blond Oak with famous Lane "Deep-Gleam" finish.

Your Home can be a Dream Home too!

with **Tables** by **LANE**  
(makers of famous LANE Cedar Chests)

LANE Tables are priced from **\$29<sup>95</sup>**

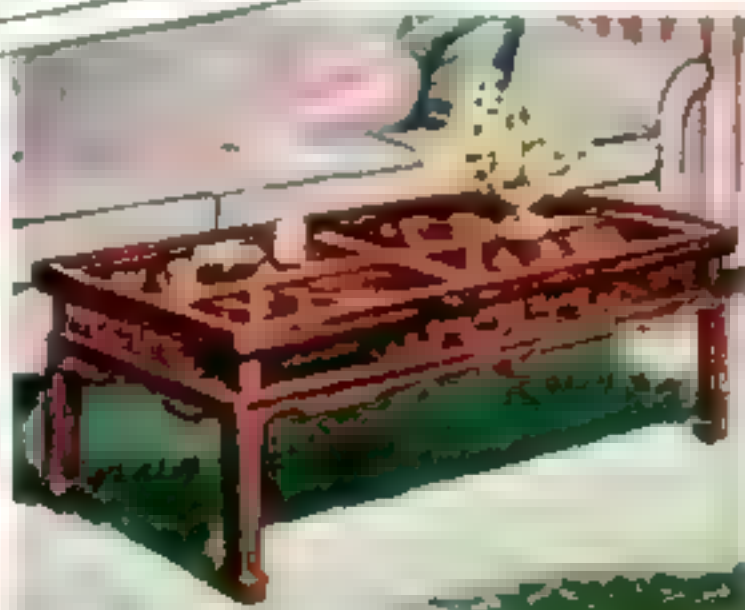
You'll be surprised how magically your sofa and chairs take on new beauty with handsome LANE TABLES to *point them up* . . . how much lovelier your lamps look with deep-gleaming LANE TABLES to *show them off* . . . how easily you can create fresh room arrangements with versatile LANE TABLES to *switch the scene*. LANE TABLES are inexpensive — you can easily own several to spot about your home for that well-finished, well-furnished *dream home* look.

Your choice of gracious modern and traditional styles, exquisite light and dark tones matching cocktail, end, corner, step and "random" tables in glamorous imported and domestic woods, with LANE's famous "Deep-Gleam" finish. LANE TABLES are new — the demand is great. If you can't locate the LANE TABLE you want at your favorite furniture or department store — write us,

The Lane Company, Inc., (Table Division) Altavista, Va.  
In Canada: Knechtel's, Ltd., Hanover, Ont



No. 67 Chinese Chippendale Step Table. Genuine Mahogany. Has useful drawer and parquet top.



No. 61 — Beautiful Chinese Chippendale Cocktail Table. Genuine Mahogany with parquet top.



No. 47 Charming, Modern Step Table in Lovely Blond Oak. Handy shelf space under top step.



No. 60 — Spacious, modern Picture Window Table, in Blond Oak, with built-in planter boxes.



3  
CCH  
DOS

**AT HONEYMOON COTTAGE** Convict Alencar says goodby as he leaves with stories for prison paper. Numbers refer to inspection of house for malaria.



## BETWEEN BLISS AND BONDAGE



**AT PRISON** Alencar is checked in for his day's work as other prisoners wait to be checked out for their morning exercise. On back is his prison number: 3162.

**Writing way toward freedom, Brazilian prisoner commutes to his honeymoon outside the walls**

Like any newlywed breadwinner, Francisco Antonio de Alencar of Neves, Brazil kisses his bride before going to work. Then he walks through the village to the *Penitenciária Agrícola*, where he is serving a 24-year sentence. Alencar has been there since 1948 when he was caught after holding up a bank. In prison he became librarian, started a newspaper, began writing a novel, volunteered to teach the largely illiterate inmates. When the nearby city of Belo Horizonte put on a short-story contest last year, Alencar won first prize of 1,000 cruzeiros (about \$54) with a story about prison life. Prominent Brazilian petitioned for his pardon.

The story won him another prize too, after reading it, Raimunda Ave-lino Ferreira visited Francisco and they fell in love. With the prison director's blessing, they married and moved into a cottage furnished by the prison—an arrangement not too surprising in Latin America where convicts often enjoy considerable freedom to keep up family relationships. Now, but for 10 hours a day as a convict editor-teacher, Francisco lives freely with his bride. His only worry is that, if he is pardoned, it will be difficult to support Raimunda until he can establish himself as a writer.

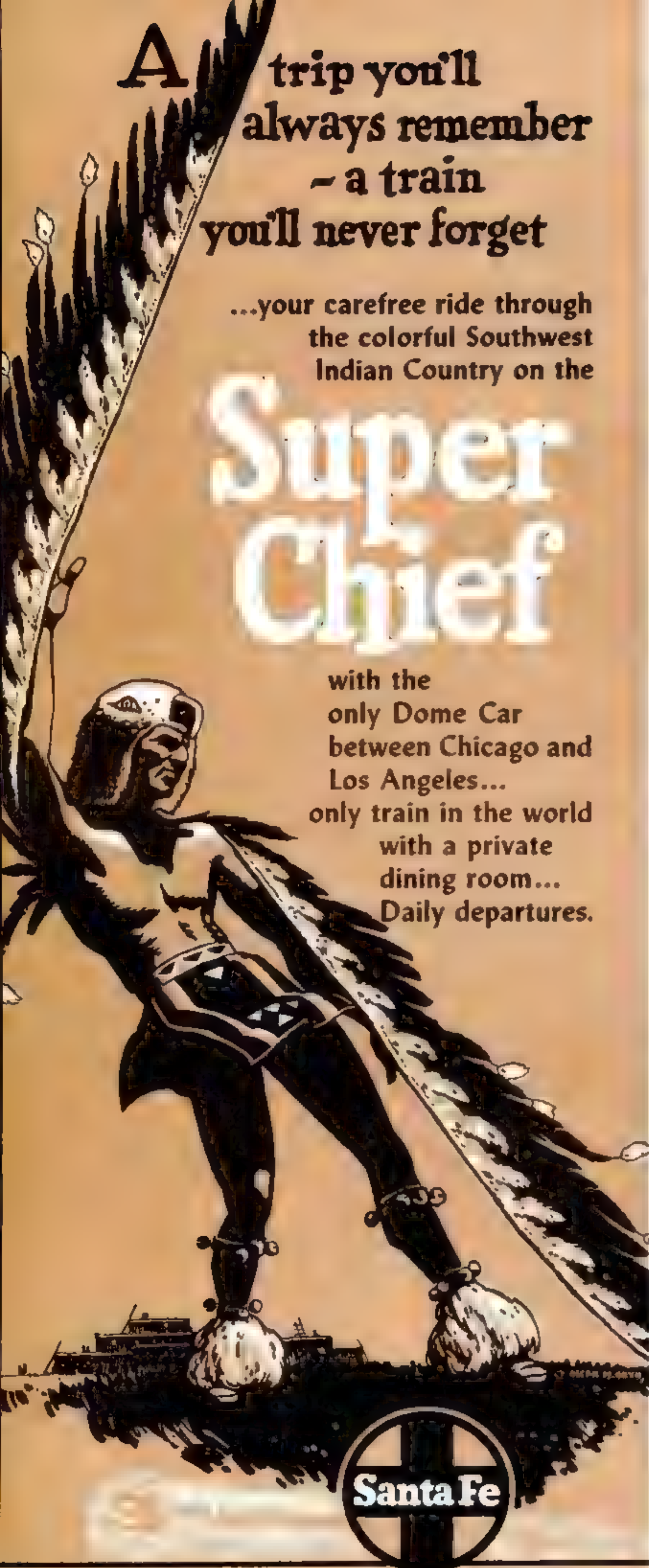


A trip you'll  
always remember  
— a train  
you'll never forget

...your carefree ride through  
the colorful Southwest  
Indian Country on the

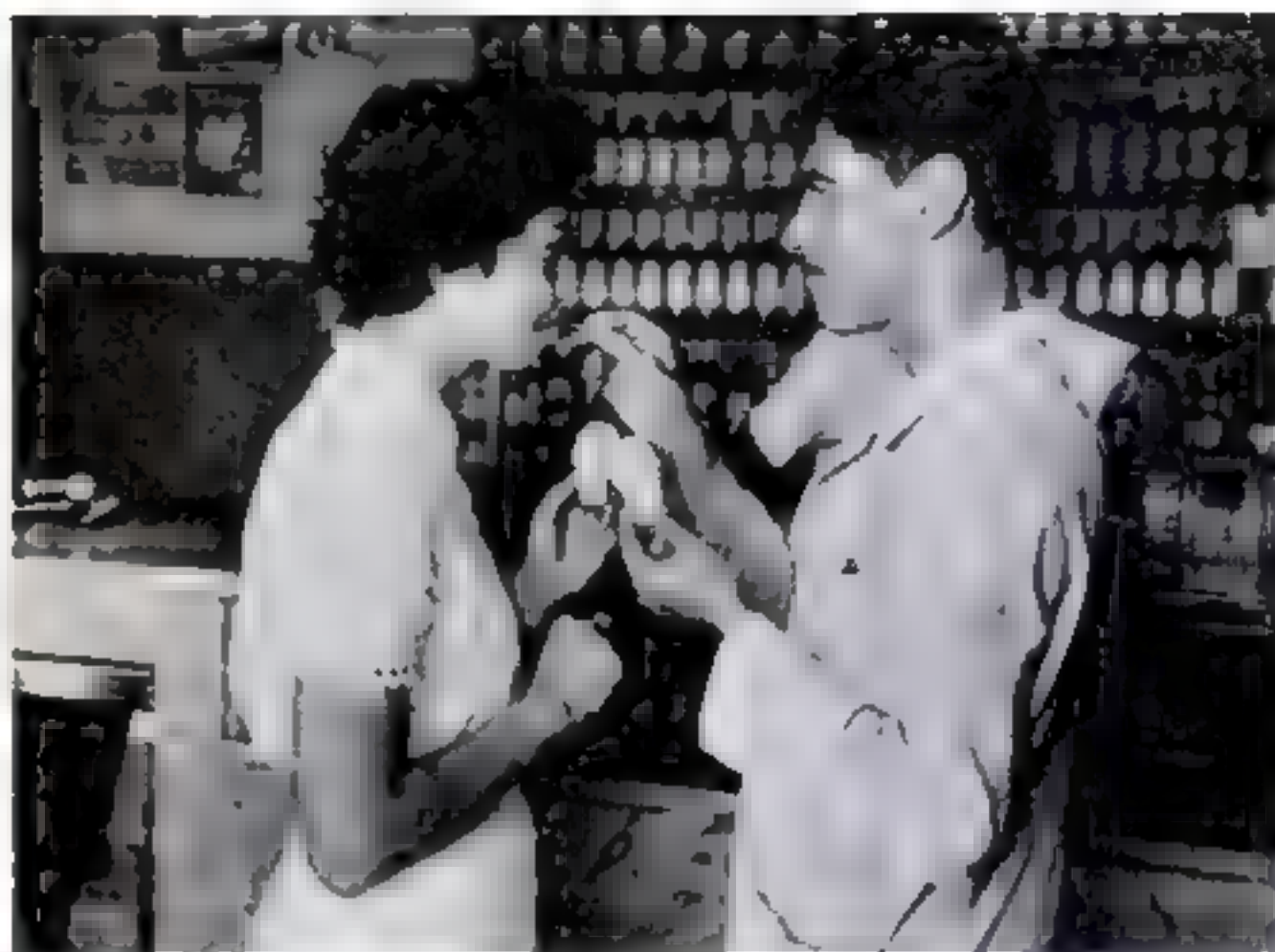
# Super Chief

with the  
only Dome Car  
between Chicago and  
Los Angeles...  
only train in the world  
with a private  
dining room...  
Daily departures.



R. T. ANDERSON, General Passenger Traffic Manager, Santa Fe System Lines, Chicago 4

## Prisoner CONTINUED



**TREATING HIS BRIDE**, Alencar, who supports both on prison salary of \$21.80 monthly, offers her sherbet on Sunday stroll in village near the prison.

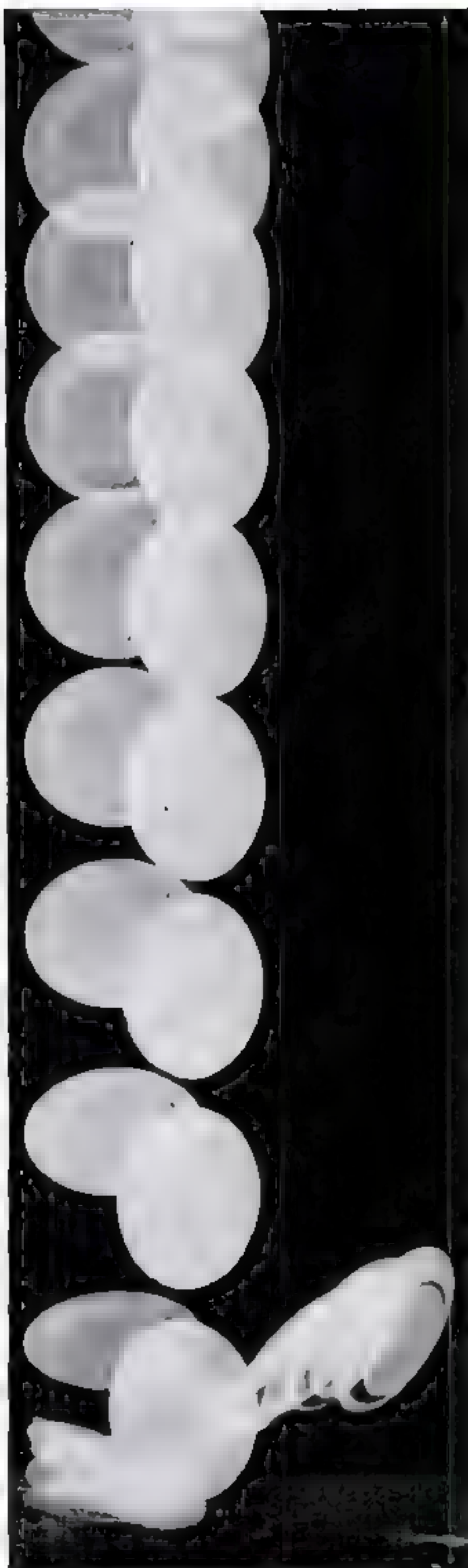


**TEACHING HIS STUDENTS**, he explains how to compute fractions while Number 3506 (foreground) prepares himself for a reading lesson that follows.

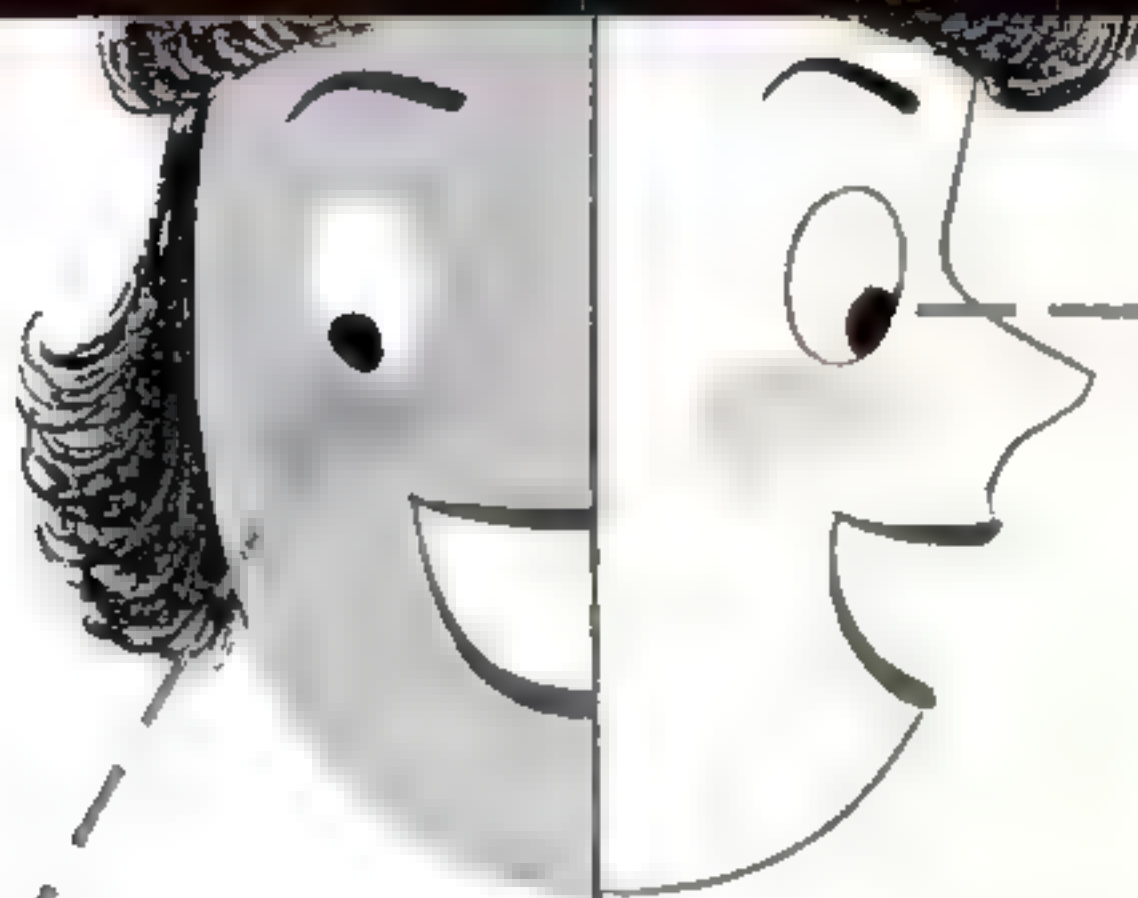


**TOSSING THEIR TEACHER**, who is popular among the other prisoners, convicts bounce Alencar in canvas fire net during sports outing at the prison.





Un-retouched stroboscopic photo demonstrates the almost unbelievable resistance to breakage of MELMAC dinnerware. "The two plates were dropped approximately 85 times from a height of 8 1/2 ft. onto a hardwood surface," advises Ralph Bartholomew, Jr., photographer.



break-resistance... ..and beauty too!

## YOU GET BOTH IN **MELMAC** DINNERWARE

Dinnerware unlike any you've ever seen before—made of MELMAC molding material! So tough it defies breakage, washes easily by hand or in automatic dishwasher, stays satin-smooth and beautiful for years! Yet MELMAC dinnerware is smartly, sleekly designed, richly colored, delicately formed.

Just think—no more broken dishes, incomplete sets, expensive replacements. MELMAC dinnerware is sturdy enough for everyday use, handsome enough for *best*. Look for it at your favorite store—see it and you'll want to own it! If not yet available, however, please write to American Cyanamid Company, 34 Rockefeller Plaza, New York 20, N. Y.

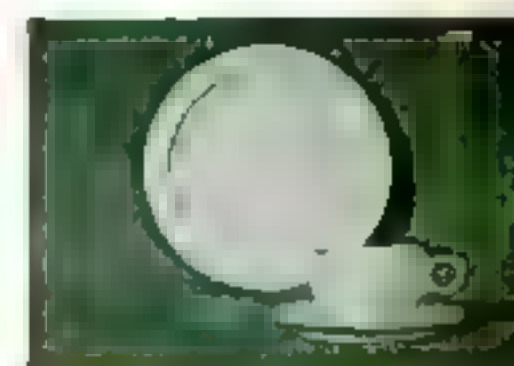
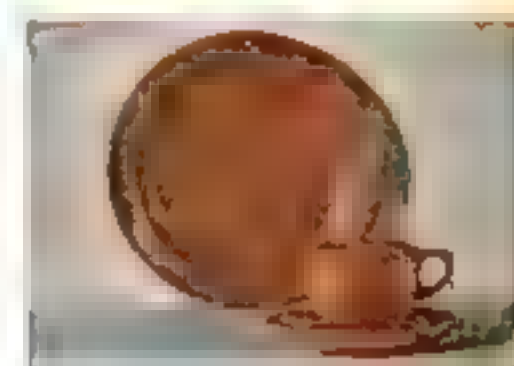
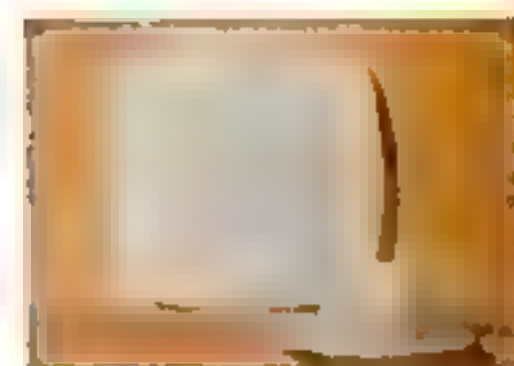
MELMAC dinnerware identified with this insignia complies with the high standards of quality established for heavy-duty melamine dinnerware by industry through the U.S. Dept. of Commerce.



American Cyanamid Company does not make dinnerware. It supplies MELMAC molding material to a number of dinnerware manufacturers whose names will be supplied on request.

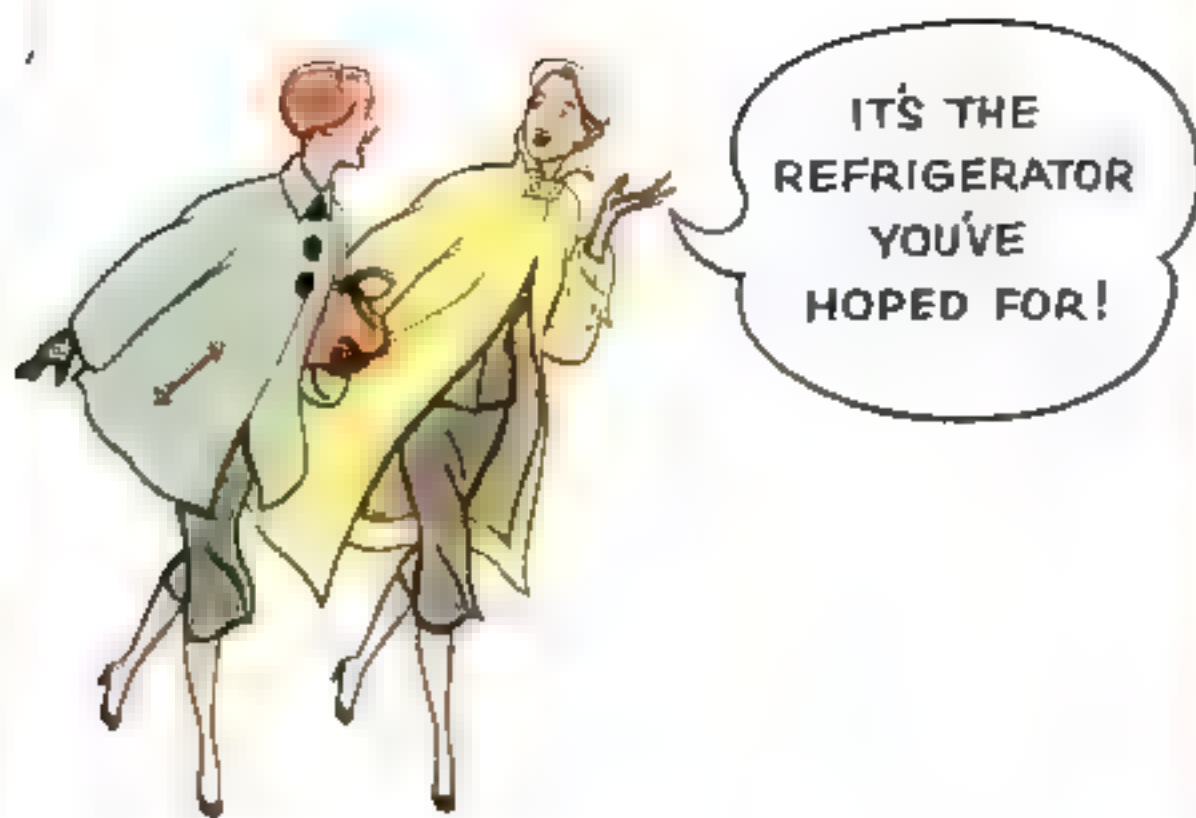


This tag identifies dinnerware made of MELMAC molding material. Look for it when you buy.



Photographs above indicate the wide variety of designs and colors available in MELMAC dinnerware in the U. S. and in Canada.





Entirely  
**NEW!**  
 Completely  
**DIFFERENT!**



*This is a 10.6 cu. ft. Imperial model. Also available in a 9 cu. ft. size and a 10.8 cu. ft. two-door Imperial model.*

# The Cycla-matic Frigidaire

## A Wonderful New Food Freezer and Refrigerator Combined



How you've waited—and waited—for a refrigerator-freezer combination like this revolutionary new Frigidaire! So startlingly new in carefree convenience—so completely automatic—that it actually ushers in a new era in refrigeration service. Why, it even gives you a new, safer kind of cold!

**Levelcold—a new idea in cold!** Outside weather makes no difference to Levelcold. Blow hot, blow cold, Levelcold temperatures stay super-safe, super-cold. Gone are the ordinary refrigerator's "see-saw" temperatures that steal goodness and flavor from foods. Levelcold is the finest cold known, for both refrigerator and food freezer. Zero-zone safe in the food freezer, where foods can't thaw and re-freeze. Super-safe in the

refrigerator, as the built-in Food Safety Indicator proves. And always *uniform*—just as cold in the big Hydrators as on the shelf nearest the Refrig-o-plate.

**Completely automatic, too!** Frigidaire automatically answers to changes in weather—reacts trigger-fast to heavy or light use—without setting a single dial or control. The Cycla-matic system rigidly controls cold in the Food Freezer—constantly regulates the flow of cold in the Cold-Wall chilling coils, and in the Refrig-o-plate—a device which helps cool the refrigerator, and also controls excess moisture. The Cycla-matic Frigidaire gives you the most automatically controlled, most constant refrigerator protection ever known!



## Here Is Your Food Freezer . . .

Where Levelcold keeps frozen foods zero-zone safe

Not an ordinary "freezing compartment" — but a separate, completely insulated Food Freezer that keeps *all* frozen foods in tip-top condition for months. And, because it is a true freezer, it has *no* defrosting heating devices to melt ice cream, to "mush" frozen foods. Foods always stay store-fresh, store-clean, easy to use.



Here you can see the thick insulation that surrounds the Food Freezer and completely seals it off from the Refrigerator below.

## . . . and Here Is Your Refrigerator

Protected always by Levelcold temperatures — packed with more conveniences than you've ever seen!



LOOK! A REAL FOOD FREEZER PLUS A WONDERFUL REFRIGERATOR — ALL IN ONE!

### New Cyclo-matic Defrosting — gets rid of frost before it collects

The Refrig-o-plate, an important part of the cold-making system, and the revolutionary new Cyclo-matic defrosting principle, work hand-in-hand to end two of the most annoying problems found in many refrigerators — too much moisture, and manual defrosting. The Refrig-o-plate attracts the excess moisture, and, as soon as the filmiest veil of frost appears, Frigidaire's Cyclo-matic defrosting banishes it like magic. Without clocks, timers, counters or heaters. It's the most reliable, simplest defrosting system known. And only Frigidaire has it!

### New "Roll-to-You" Shelves — put all food at your finger tips

Every shelf rolls out full-length — easily, silently — on satin-smooth nylon rollers. No more "hide-and-seek" with back-shelf foods. Pull-out Hydrators, too — sliding utility tray — and storage space on the door! This Frigidaire puts more food within easy reach than any other refrigerator ever built!

### Meter-Miser cold-making power — keeps food safe even in the hottest weather

More reserve power than you'll ever require, even for hottest summer needs! The Cyclo-matic Frigidaire is powered by the greatest cold-making mechanism ever built — the Meter-Miser. Safe, sure, dependable, quiet — and above all, economical. And only Frigidaire has it!

LOOK! All the shelves roll out!



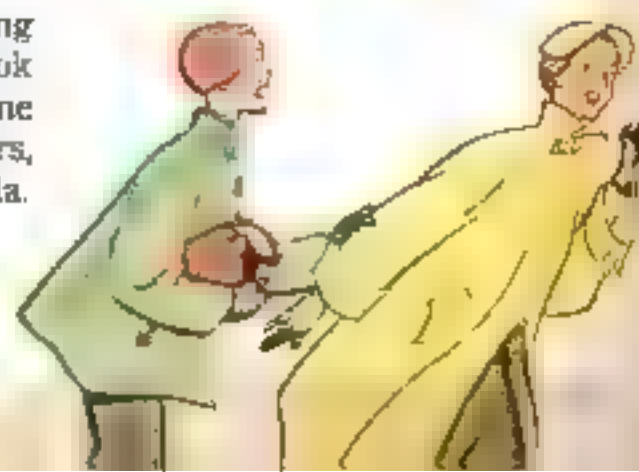
# Frigidaire

## America's No. 1 Refrigerator

WANT TO SPEND 7 EXCITING MINUTES?

Let your Frigidaire Dealer take just that long to tell you the whole Cyclo-matic story. Look for his name in the Yellow Pages of your phone book. Frigidaire Division of General Motors, Dayton 1, Ohio. Leaside (Toronto 17), Canada.

Frigidaire reserves the right to change specifications, or discontinue models, without notice.





# Here's dessert and coffee "Magic" only Borden's can bring you!

Even a beginner can make these Borden beauties!

## The world's easiest Fresh Lemon Pie

Made with fresh lemons . . . yet easy as a mix!

Pie fillings without cooking...cookies that almost make themselves...frostings and candies that need no beating...party desserts you merely blend and chill.

These are just some of the 70 "magic" treats you can make in minutes with Borden's Eagle Brand Sweetened Condensed Milk.



**"MAGIC" LEMON PIE:** Combine  $1\frac{1}{2}$  cups (15-ounce can) Borden's Eagle Brand Sweetened Condensed Milk,  $\frac{1}{2}$  cup lemon juice, 1 teaspoon grated lemon rind (or  $\frac{1}{4}$  teaspoon lemon extract), yolks of 2 eggs. Stir just until mixture thickens. Pour into 8-inch baked pie shell. Cover with meringue made by beating 2 egg whites until foamy, then adding 4 tablespoons sugar gradually, beating until stiff but not dry. Bake in slow oven (325 F.) until brown (about 15 minutes). Cool.

**FREE RECIPE BOOK!** "Eagle Brand Book of 70 Magic Recipes." Address: Elsie, Dept. L1-52, Box 175, New York 46, N. Y.

No mistakin' in the makin' with...

## Borden's Instant Coffee

Now every time you make coffee, you can be sure it's just the way you like it—rich, strong, downright delicious! For Borden's Instant Coffee is 100% pure coffee, pre-percolated for you by experts. Only the water is removed. All you do is put the water back. Make it by the cup or potfull!



**SO ECONOMICAL, TOO!**

A 2 oz. jar of Borden's gives you so many cups of fine coffee that you save up to 25¢ compared to a pound of ground coffee. Get a jar today—for remember if it's Borden's, it's got to be good.

## ALL ABOARD! ALL A-BORDEN'S!

Get Borden's Eagle Brand and Borden's Instant Coffee on Elsie's Good Food Line!



Borden's food must be good—folks buy more food packages carrying Borden's brand name than any other in the world!

© The Borden Company

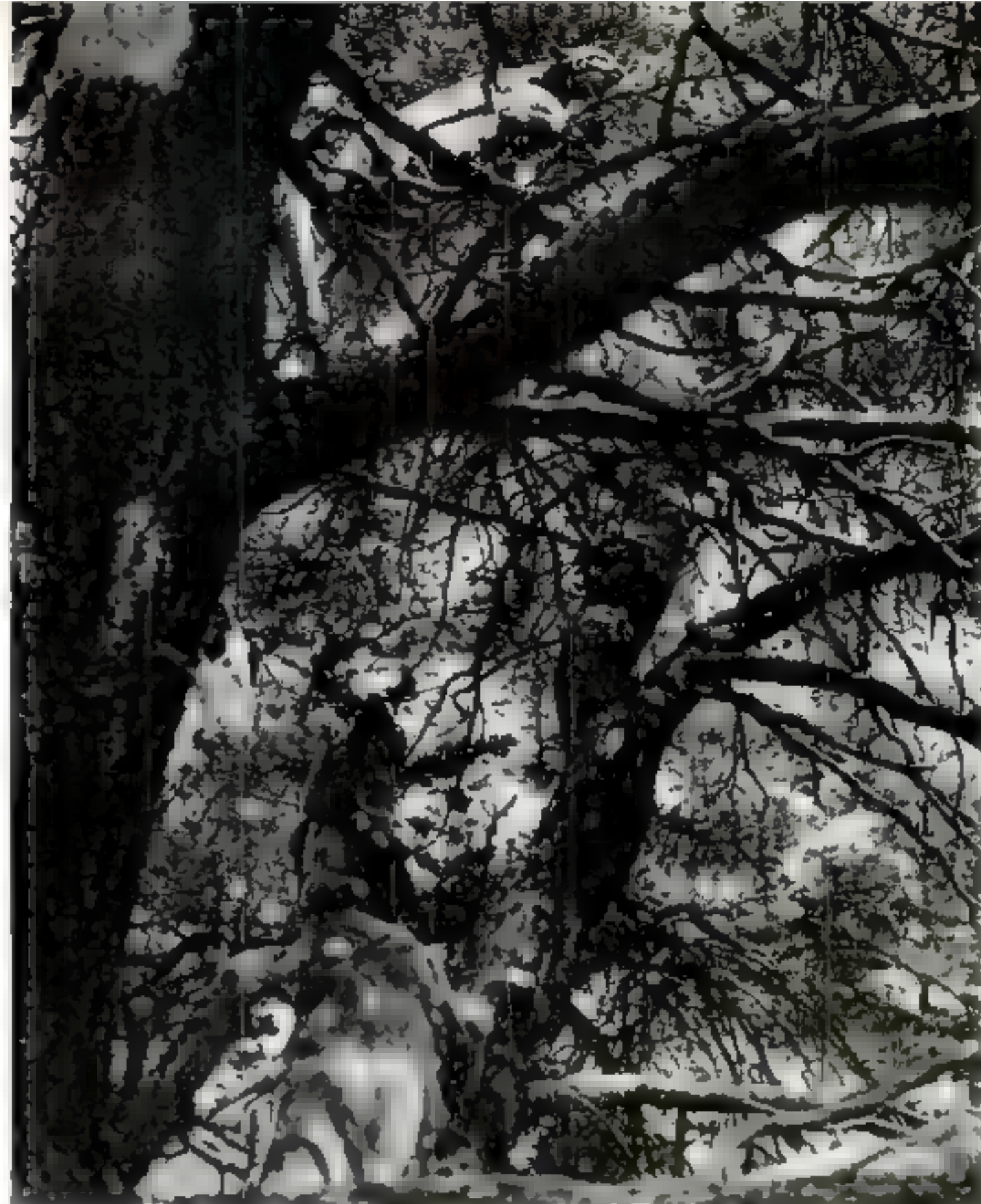


# SPORT WITH A LION

Hunters half choke, half drown Colorado cougar just for thrills, still bring it back alive for \$50

The state of Colorado pays a \$50 bounty for mountain lions, which kill deer and occasionally go after cattle, but the bounty is for dead lions only. Tom Coleman, a Canon City rancher, decided he would capture a live mountain lion, or cougar—not for the bounty but just for sport and excitement. With the help of eight hunting dogs and four other ranchers, he searched for a day and a half through the cliffs and gorges of the Rockies before finding a fresh trail. Racing over the rough hills—sometimes on horseback, sometimes on foot, the men finally treed the lion in a low-growing pine.

While baying dogs kept the snarling 175-pound male pinned in the treetop (right), one of the hunters climbed up and tossed a loop around its neck (below). The men managed to subdue the animal and get it out of the woods (following pages) by half choking and half drowning it. But everyone turned out happily—for Tom Coleman, at least. A zoo bought his live lion for the same price as the state bounty, so he got his excitement and also \$50.



**TREED LION** snarls at the hunter dogs who climbed part way up tree to get at captive. Lion had dodged dogs for more than an hour before being cornered.

LION'S LONG TAIL LASHES THE AIR AS THE HUNTER'S NOOSE SETTLES NEATLY OVER ITS HEAD. WHEN MEN JERKED ROPE, LION LOST ITS BALANCE AND FELL





# CAVALCADE OF SPORTS

## ...Ralph Kiner



KINER IS THE ONLY SLUGGER IN HISTORY TO LEAD OR TIE HIS LEAGUE IN HOME RUNS DURING EACH OF HIS FIRST SIX YEARS IN THE MAJORS. IN FIVE OF THE SIX YEARS HE HIT OVER 40 PER SEASON!

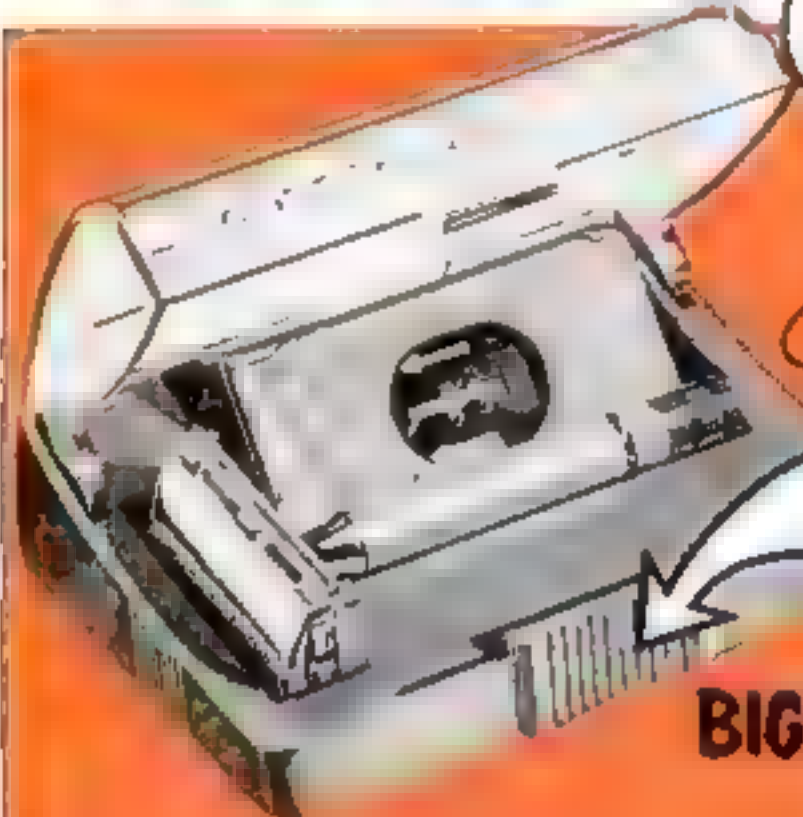


**Ralph Kiner** RANKS WITH THE GREATEST HOME RUN HITTERS OF ALL TIME. **IN SIX YEARS** IN THE MAJORS, HE HAS SLAMMED **257 CIRCUIT CLOUTS**. IN 1949 HE BELTED 54 HOMERS, COMING WITHIN 6 OF THE IMMORTAL BABE RUTH'S RECORD!

SHAVING FOR ME IS A BREEZE WITH THE **NEW GILLETTE SUPER-SPEED RAZOR**. IT CAN'T BE MATCHED FOR CONVENIENCE AND COMFORT

*Ralph Kiner*

IN BRAND-NEW, STYRENE CASE THAT SPRINGS OPEN AT A TOUCH!



**WORLD'S BIGGEST SHAVING VALUE!**  
**SUPER-SPEED RAZOR**

**Gillette \$1.00**  
AND 10-BLADE DISPENSER WITH USED-BLADE COMPARTMENT **\$1.75 Value**

**ZIP!** Blade hooks on ...drops in place **PRESTO!**



HERE'S THE RAZOR THAT HANDS OUT THE SLICKEST SHAVES OF 'EM ALL...THE **GILLETTE SUPER-SPEED!** IT COMBINES INSTANT BLADE CHANGING, REAL SHAVING COMFORT AND DOUBLE-EDGE **ECONOMY** TO GIVE YOU MATCH-LESS SHAVING PERFORMANCE!

For The Easiest Shaves Of Your Life Use **Gillette Blue Blades**

● Enjoy complete shaving satisfaction . . . use superkeen Gillette Blue Blades. For extra convenience ask for them in the Gillette Dispenser that zips out new blades presto and stores used blades in a special compartment.

look **SHARP!** feel **SHARP!** be **SHARP!** use **Gillette Blue Blades** WITH THE SHARPEST EDGES EVER HONED

Copyright, 1952, by Gillette Safety Razor Co., Boston 6, Mass.

## Sport with a Lion CONTINUED



**THROTTLED** by the loop drawn tight around its neck, the lion is lowered from the limb of the tree to point where men can grab its tail and truss it up.



**DAZED** by the choking, the lion is held down by Coleman's hands on its neck while the other men tie its fore and hind legs together. The jaws were also tied.

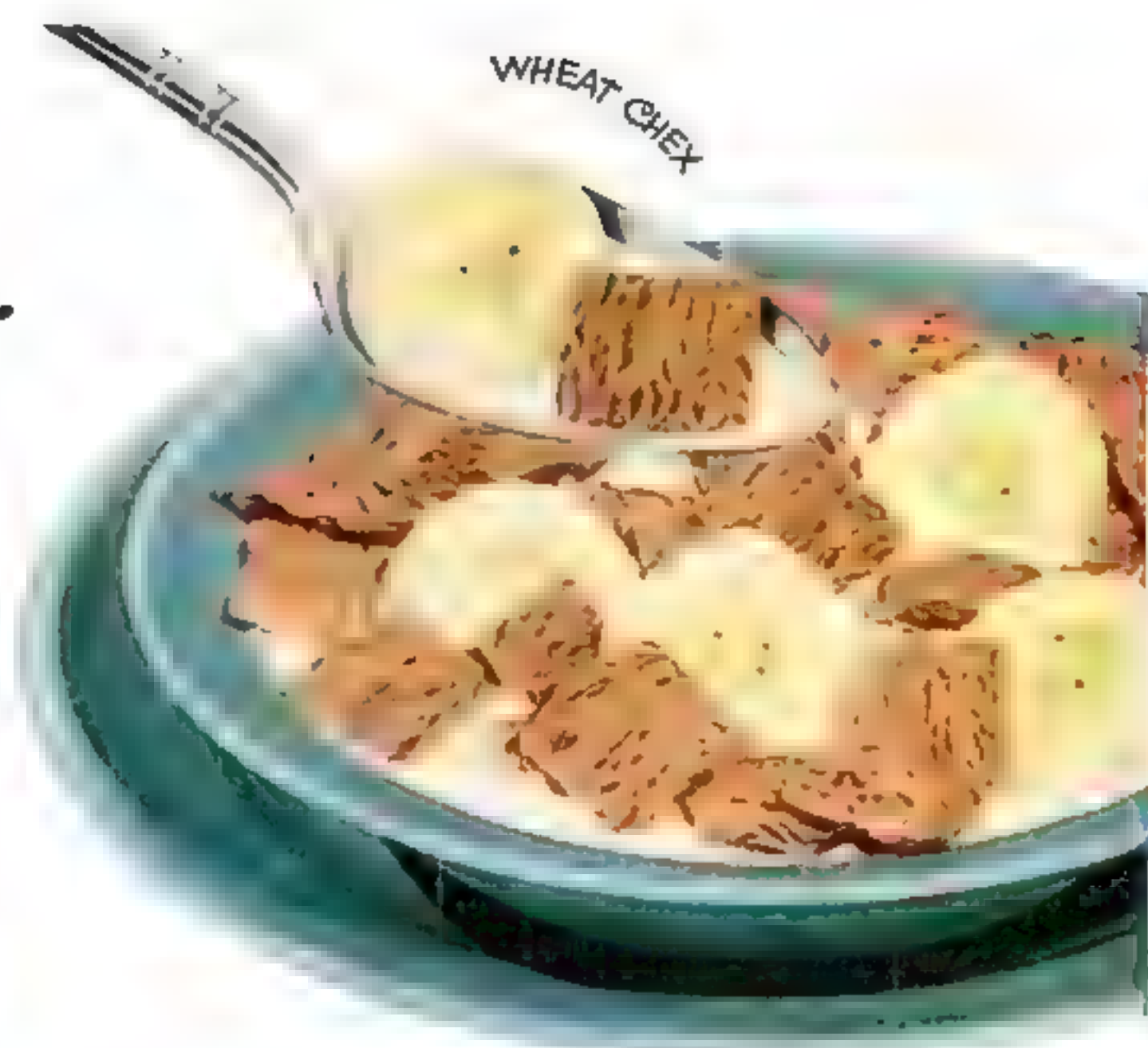
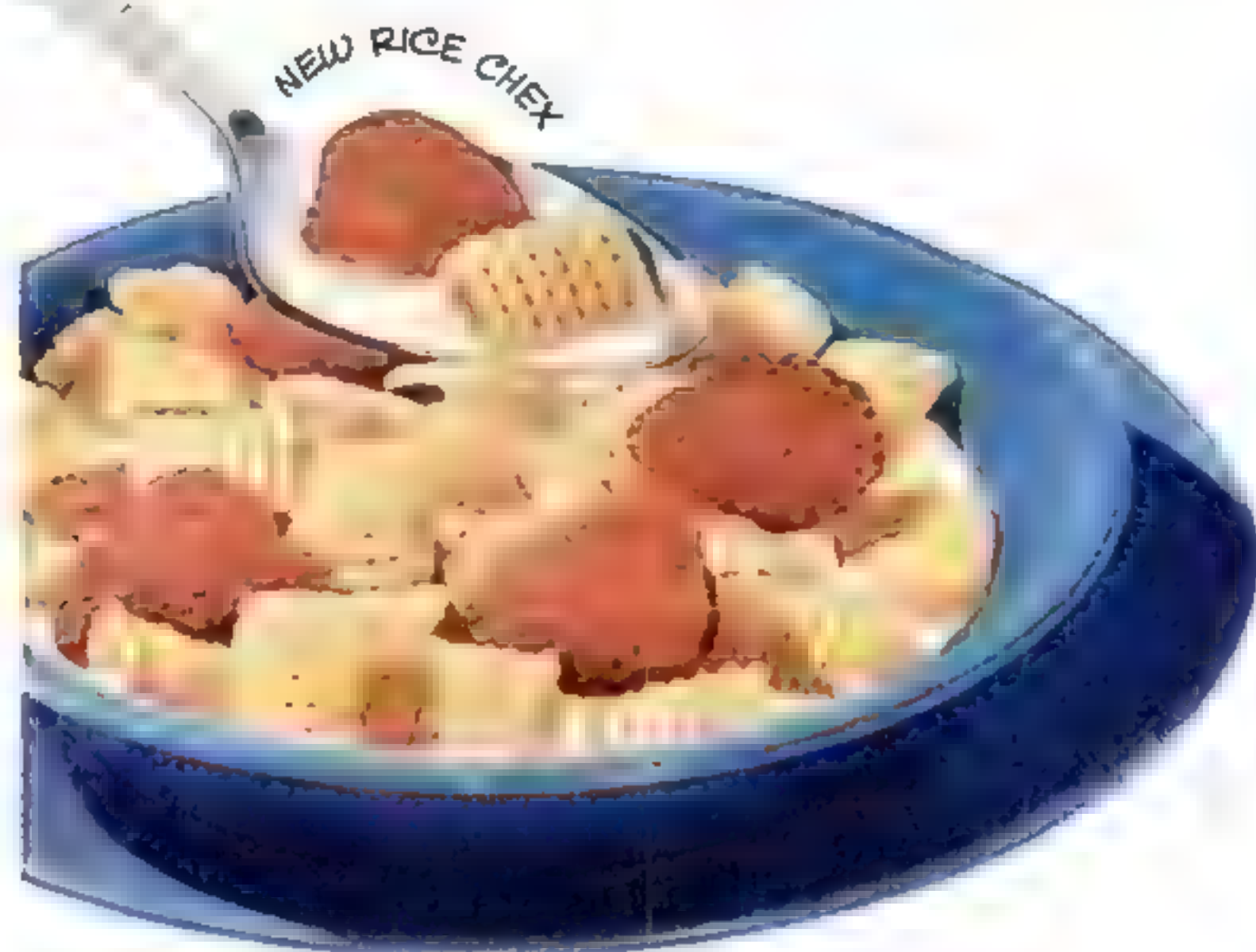


**DUNKED** in a river, the lion is dragged across by its hind legs with its head under water because the horse would not swim over with the lion on its back.

CONTINUED ON PAGE 89



This will spoil you...



for anything but BITE SIZE cereals!

What's so different about them? Special shape, yes...

bite size. But special flavors, too... and what flavors!

**WHEAT CHEX** (the original bite size cereal you've known as Shredded Ralston) is wheat like you've never tasted it before... rich, hearty, roasted to a turn, just sweet enough.

**RICE CHEX** (so new you may have missed it) is delicate, delicious rice spun into tender golden shreds, shaped into airy little biscuits, and triple-roasted to stay crisp in milk! Try *both*.

See why folks who eat for *pleasure* prefer Bite Size cereals!

#### Party Mix

New! Easy! Delicious! And only Bite Size cereals make it... like this. Mix 2 c. Rice Chex, 2 c. Wheat Chex and 1/2 c. nuts in shallow baking pan. Pour over a mixture of 1 T Worcestershire sauce, 1/4 t. salt, 1/2 t. garlic salt, 1/2 c. melted butter; stir well. Heat 30 minutes in 300° oven, stirring every 10 minutes. Cool



Busiest Boxes on your pantry shelf



Get both TODAY...  
for a better breakfast  
tomorrow

Ralston Purina Company, St. Louis, Mo.



# Is anything less good enough for Eddie?

Use the same  
First-Aid Dressings  
most leading  
hospitals use... *Curity*

Sometimes a fellow is so full of sorrow it just has to overflow. So you pretend not to notice the tears as you make the necessary repairs. If you are like many mothers you use the same first-aid dressings most leading hospitals use... *Curity*. Isn't it good to know that you can get these same famous dressings packaged for home use at any leading drug store?



BAUER & BLACK  
Division of The Kendall Company  
© 1952, The Kendall Company

FIRST AID FACTS BY  Miss Curity

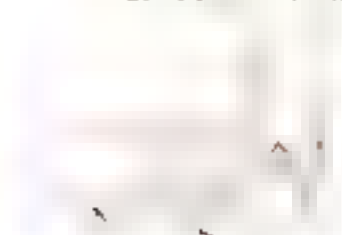
## How to care for a puncture wound

### 1. SQUEEZE WOUND UNTIL BLOOD COMES



Puncture wounds bleed very little. Try to clean out dirt and germs by forcing blood to bleed. Call a doctor in severe cases.

### 2. COVER WITH CURITY LISCO<sup>®</sup> PAD



Apply mild antiseptic and let dry. Place Curity Sterile Lisco Pad over wound. Take care not to touch side that goes next to skin.

### 3. SECURE WITH WET-PROOF ADHESIVE



Use 2 strips of 1/2 inch Curity Wet-Proof Adhesive. This holds dressing in place, permits air to circulate and promote healing.



**Curity**  
REG. U.S. PAT. OFF.  
**(BAUER & BLACK)**

HOSPITAL DRESSINGS FOR THE HOME





**HALF-DROWNED**, the lion is hauled ashore, spluttering and gasping after its trip through the river. Dog jumping forward to chew at lion did no damage.



**RAGGED** over the highway, lion is carried to a truck whose driver agreed to transport it to Canon City. Other hunters took horses back by different route.



**CAGED** in a zoo in Colorado Springs, lion will receive better treatment than it got from hunters. Zoo already had male lion and was eager to buy female.

**NO DUST BAG** to empty  
**NO DUST SACK** to throw away  
**NO BAG OF ANY KIND**...inside or out



## ***FILTER QUEEN***

**SAVE HOURS OF HOUSEWORK WITH THE ONLY HOME CLEANING SYSTEM OF ITS KIND IN THE WORLD!**

Vacuum cleaners have cloth or paper bags to empty or throw away. As these bags fill up with dirt, suction drops . . . cleaning efficiency is lost . . . more time and work is required to clean.

Only the **FILTER QUEEN** home cleaning system has the *patented* filter cone that *does away with messy bags and sacks that reduce suction!* At last you can have faster, easier, better cleaning for as long as you own a Filter Queen!

Don't be fooled by trick claims! See Filter Queen before you buy a vacuum cleaner. Get the facts on the only complete home cleaning system of its kind in the world.

### **MULTIPLE USES . . .**

Wall to wall cleaning and floor to ceiling cleaning with precision attachments. Filter Queen dusts, demoths, cleans wood floors and linoleum, waxes and polishes, and safely and quickly dries hair, sprays paint, shampoos rugs and furniture. A complete home cleaning system!

*Produced and Distributed in Canada by  
WALTERS APPLIANCES, LTD., Toronto Can.*

A beautiful, full-size colorful plastic hostess apron that you will love for its beauty and top quality. It's all yours without obligation to buy just for watching a Filter Queen demonstration that shows you how to save hours of housework. Mail the coupon today! This offer good only while supply lasts.



Health-Mar, Inc.  
203 N. Wabash Ave., Chicago 1, Illinois  
LS 52

Please deliver my free gift and show me how to save time on housework - under no obligation.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

ZONE \_\_\_\_\_

STATE \_\_\_\_\_



# MY MEMORIES OF RENOIR

The famous son of the great French Impressionist  
writes of his father and the happy life he painted

by JEAN RENOIR

*Pierre Auguste Renoir, who began his career as a painter of plates in a china factory and went on to become one of the great leaders of the French Impressionist movement, is one of the most beloved painters of our time. His paintings of warm, full-bodied nudes, children and sun-dappled landscapes are prized by collectors and are familiar to millions of people through museums, reproductions, and many books, the latest of which, Renoir, is published by Harry N. Abrams. Renoir died in 1919 at the age of 78. With him during his last years was his son, Jean, who has since become famous in his own right as director of such movies as Grand Illusion and The River. On these pages Jean Renoir has set down for LIFE some reminiscences of the life which his artist father recorded so exuberantly on his canvases.*

**M**Y most intimate meetings with my father took place toward the end of his life at Les Collettes, our home in the south of France. It was 1918, my mother was dead and our house was no longer gay. Renoir had for a long time lost the use of his legs, and a war wound made me walk uneasily. During the day I watched him paint. In the evening we played chess or just looked at the olive logs burning in the fireplace. He liked to tell me stories of his youth, and soon I considered the German bullet which kept me from fooling around was a great blessing.

My father was born in 1841. He used to play games with the other children around the Tuileries, and Queen Amélie would often throw candies to them to keep them quiet. He disliked sentimentality about the good old days. For him the question of progress or no progress was secondary. Graceful trees, colorful flowers, beautiful girls nicely lighted by the sun were what really mattered.

During the last 20 years of his life a strange and persistent rheumatism deprived my father of the use of his legs, crippled his hands. There is even a legend that his model had to tie the brush to his impotent fingers. The truth is that his deformed hands were still strong enough to hold a brush and were still as precise as a compass. But the rubbing of the handle irritated his parchmentlike skin, and he had to protect it with a piece of white

linen. These skin irritations, added to his muscular pains, were an ordeal. His nights were worse than the days. He hated his bed—"this ridiculous invention"—and he wondered why modern science was so interested in preserving patriarchs like "pickles in jars." But such complaints were for the early morning or after sunset. During painting hours life seemed wonderful.

Every day the schedule was the same. His breakfast was eaten in haste, for he was afraid to lose the morning light. Then the cook and the chauffeur carried him to his working place in a sedan chair, the model followed, carrying a big umbrella and a little folding easel. I was in charge of the paintbox. When Renoir had found the spot where he intended to paint, his decisions were very fast: "Nenette will sit on the little slope . . . give her a hat . . . and she should do something . . . read a book or comb her hair."

And the daily miracle took place. The morning sun dispensed its glorious light with such generosity that none of us doubted it was paying homage to an old friend. Renoir, thankful for the magnificent gift, had forgotten the sleepless night and as I opened that paintbox he joyfully hummed a little song.

The paintings shown here are a record of my father's and our family's life and in the accompanying captions I have written the things I best remember as I look at them.



JEAN AND BOYHOOD PORTRAIT BY RENOIR





GABRIELLE AND JEAN

**I** WAS born in 1893 and long before I could talk I became a model for my father—the rule for anyone living in our household. My nurse, Gabrielle, was usually included in the picture. Gabrielle was a cousin of my mother who had come from a village in Burgundy to take care of me when I arrived. At that time we were living in Montmartre and Gabrielle used to watch over me in the rose garden and see that I didn't tease the cat too much. Although she was only 15, she had a great gift for making up animal stories to amuse me while I was posing for my father. Later she entertained my younger brother Claude when he took my place in the studio.





THE PONT NEUF

**M**y father grew up in Paris and often boasted he had lived "right in the middle of the Louvre." When he was a child, a century ago, the palace courtyard which is now divided into flower beds was crowded with aging houses once inhabited by noblemen in the 16th Century. My grandfather, a tailor from Limoges, lived in one of those crumbling residences, and my father found an exciting playground in the narrow streets under the shadow of the Louvre. He and his friends often played along the Seine and on the old bridge, the Pont Neuf, leading to the statue of Henry IV. Years later in 1872 he painted his childhood haunt from a cafe facing the bridge. His brother, my uncle Edmond, stood outside to stop the passers-by and ask them the time of day so that father could sketch them in his picture.





MARSHALL FIELD COLLECTION



MRS. A. P. TITZELL COLLECTION

MONET AT ARGENTEUIL

**I**N 1873 my father went to visit Monet at Argenteuil on the outskirts of Paris. The two used to go out and paint side by side. But one day father shifted his easel and painted Monet painting a picture of their garden. At Argenteuil they did their own cooking and, to save money and work, simplified the menu. A 50-pound bag of beans was used until it was empty, then they switched to lentils. At night they pulled mattresses onto the floor and went to bed. The two were always close friends, but toward the end of their lives they separated because they liked different colors. Monet was attracted by the greens of Normandy, while father chose the olive grays of the south.

**I** WAS very young when father took me to a studio near the Place Pigalle. There I met Cézanne, already an old man but looking much the same as when father had painted him in 1880. The two had often painted together but now Cézanne was living like a monk in his studio, working day and night, stopping only to drink tea or talk of art.



LEIGH BLOCK COLLECTION

CÉZANNE

**O**N Sundays my father and his friends used to make excursions into the country. Usually they went along the Seine as far as Chatou or Bougivala few miles from Paris. There everybody else's holiday became a working day for father. As his friends set off in boats, he would set up his easel and paint them. This picture, done in 1879, is one of the first to show the young lady father was to marry. Beside her is Uncle Edmond, an avid fisherman, who invented several fishing gadgets that are still being sold.



NATIONAL GALLERY WASHINGTON

BOATING PARTY AT CHATOU



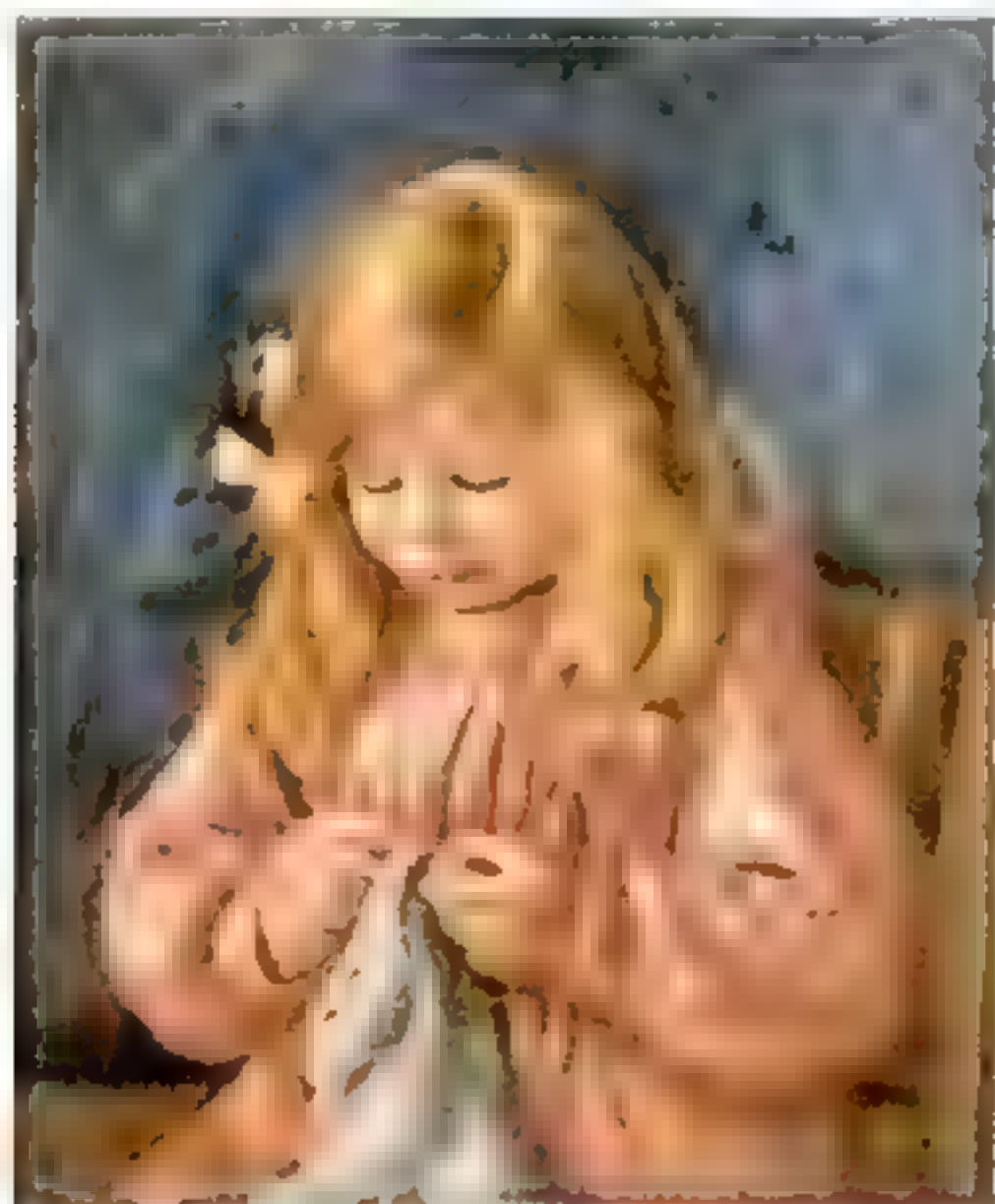


PHILLIPS MEMORIAL GALLERY

**A**FTER an outing on the river everyone would go to a little cafe nearby where a good meal with wine could be had for about 20¢. My father's circle included not only painters but musicians, businessmen, actresses as well. They would turn the cafe into an "outdoor salon" where playful banter was punctuated with earnest discussions about the arts. Father painted this gathering at Bougival in 1881. His future wife, Alice Charigat, is shown fondling a little dog (left). Seated opposite her is Caillebotte, the genial patron of the Impressionists and a painter himself. The girl with gloves (right background) is Actress Jeanne Samary, who often posed for father.

LUNCHEON OF THE BOATING PARTY

**T**HE first baby in our family, Pierre, launched the series of infant portraits which father painted until he died. The picture at right, done in 1886, was one of his favorites. Some 30 years later he painted it again, then made a statue of it. He was very disturbed when Pierre became an actor, because he believed to be a good actor one had to be a kind of "outlaw" from normal society.



CHICAGO ART INSTITUTE

JEAN SEWING

**M**Y father painted this picture while I was sewing a dress for my toy camel. He liked me as a model because of my long red hair, and he refused to let it be cut. I was already 6 years old and so ashamed of this girlish ornament that I refused to go to school. Finally father relented and I went off to the barber, then to school. But I was a persistent truant and often arrived home unexpectedly, pretending to have a vacation. Father delighted in such acts of independence. He said he doubted the value of early education and, of course, he could always use another model.



MRS. CHESTER BATTY

MME. RENOIR AND PIERRE





GABRIELLE WITH ROSES

**A**LTHOUGH Gabrielle first came to our house to take care of me, she stayed to help with the housework. Naturally father began to paint her just as he did everyone at home. He would be looking for a subject and, catching sight of Gabrielle, would say, "Sit there and we'll try a little something." She was never shy about posing and father loved to work with her because of her beautiful figure and complexion and her delightful personality—so warm, simple and cheerful. During the first world war she married Conrad Blacé, an American artist. Gabrielle now lives not far from me in Hollywood, but she still speaks only her strong Burgundian French.





MME. RENOIR

**B**EFORE she was married my mother had worked as a dressmaker in Paris. Afterward she had to manage my father's affairs, since he worked full time at his painting. She ran our farm at Les Collettes, supervising the vineyards and the grinding of olives for oil. In 1915, the year she died, father painted her for the last time, with our little dog, Bob, in her lap.





HENRY P. MC HENNY COLLECTION

THE JUDGMENT OF PARIS

**A**T Les Collettes my father had a huge studio built for him. There around 1914 he painted this scene of classical gods which, he once said, were the only deities he really worshiped. Gabrielle was model for Paris, the shepherd boy (*left*) and Juno (*right*). Another girl posed for Minerva and Venus, while Mercury (*upper left*) is a combination of both models. After a while my father tired of his large studio and had a little glass-enclosed shack built in the middle of the olive grove where he worked all day, with his models sitting out under the trees. He seldom had them pose nude outside, because he did not want to seem disrespectful of local opinion.

**L**ES COLLETES was a large estate near Nice with an old farmhouse and beautiful olive trees which were 400 years old. My parents bought it to save the trees from a lumberman who was going to cut them down. Everywhere there were flowers, all of them watered by an elaborate irrigation system which my mother planned. The farm was always full of people, yet my father, at work in his studio or in the little glass "cage," was somehow able to isolate himself from the world. Children could shout, play, do anything around him, but he didn't notice. And when he wasn't working he enjoyed all the more the bustling, noisy life of the farm.



ALVAN T. FULLER COLLECTION

FARMHOUSE AT LES COLLETES





CLAUDE

**M**Y father had always liked making sculpture and when he settled in the south of France he became absorbed in creating an art that could exist in the open air. He spent hours in his wheelchair, re-creating in clay the nudes and goddesses of his canvases. One day in 1913 he decided to make a relief to hang over the fireplace. Sculptor's tools were too heavy for his hands, so I found him a nail, and with it he modeled in clay a portrait of my brother Claude. I later cast it in bronze.



DURAND-RUEL

PAUL DURAND-RUEL

**O**NE of the first to champion my father's work was the art dealer Paul Durand-Ruel. He was introduced to father in 1873 and from then on he remained a good friend and consistent supporter. For years Durand-Ruel scarcely managed to sell anything, but in 1886, when he was almost bankrupt, he insisted on taking a collection of Impressionist paintings to New York, where at last he met with some success. I remember him as a dignified old gentleman who was very patient with children. In my imagination he was like Christopher Columbus. He was the only man I knew who had lived in America, who had strange names on his tongue like Connecticut and Manhattan. And he was the first to teach me that the U.S. was inhabited not only by Buffalo Bill and Nick Carter. Durand-Ruel also introduced me to corn on the cob—a very interesting experience.

**A**T Les Collettes, when I was 15 (left), I wore a jacket which reminded my father of a hunter, so he had me pose with a gun and with Bob for a hunting dog. The gun was borrowed from one of our farmers. I shot it only once, killed a bird and was horrified. The posing sessions, which were held in the big studio, went on for several months but fortunately they were very short. I had just been given my first motor bike and I was impatient to go full speed through the beautiful roads of southern France. Father appreciated the little machine which shortened the 15 miles between my school and home. "It's a rather honest gadget," he said. "It's greasy, dirty, noisy and it stinks, but it doesn't try to show off like an automobile."

**I**N 1910, nine years before he died, my father painted his last self-portrait (opposite page), using two large mirrors. One day I broke one of the mirrors and, before I could replace it, the daylight was gone. Since father never worked in artificial light, he left the portrait as it was, saying he would much rather paint the opposite sex. To the very end father remained eager about life and beauty. People called on him all the time and he questioned them about everything that was going on. Yet he was so weak and thin you had a feeling that you were being confronted by little more than a soul. But he kept right on painting. A few days before he died he asked the chauffeur to bring in a bowl of anemones. As he dipped into his colors to paint the flowers he said he hoped his little picture would be a suitable card to introduce himself to the great painters of heaven.

JEAN RENOIR COLLECTION



THE HUNTER

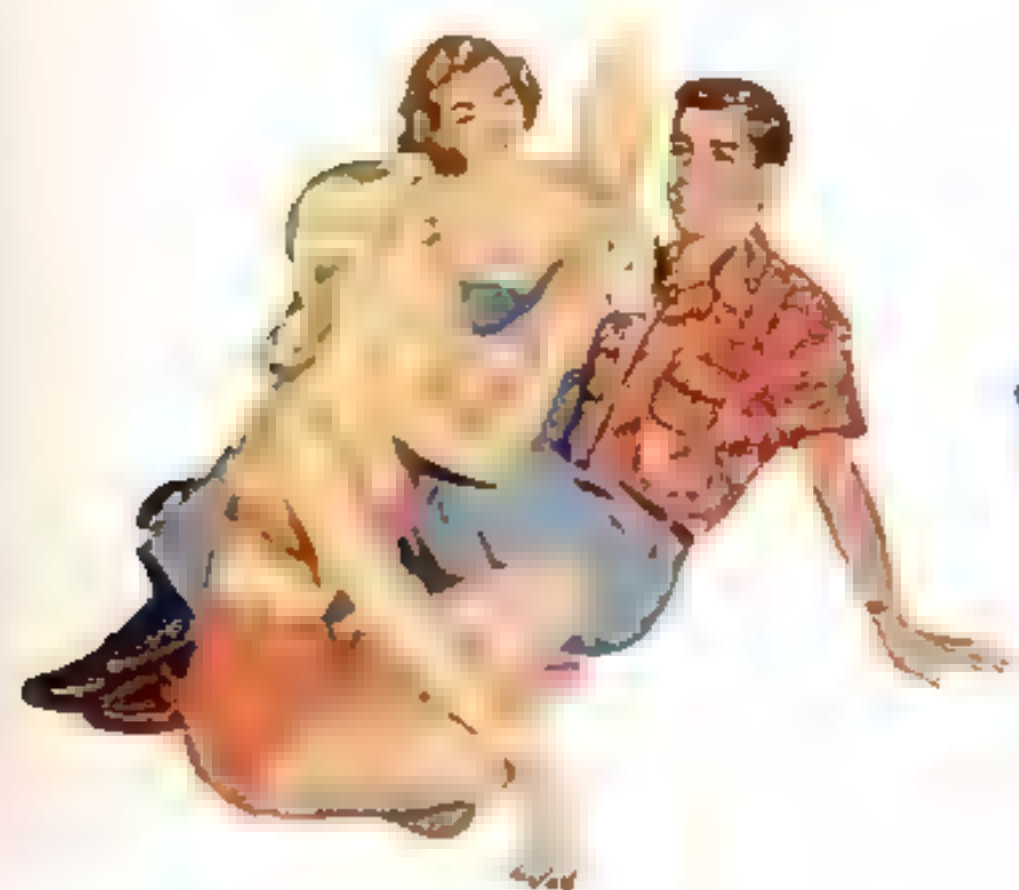








Put some romance  
in your "loaf life"!



ARROW

Bali Cays

Whether you're taking a cruise to the Caribbean or just a week-end jaunt to the beach, do it with a splash! Add some color to the landscape, pick up an armful of Arrow Bali Cays!

These beauties are as colorful as a coral reef... and just as washable! They come in big, splashy patterns and small, neat designs in both cotton and rayon fabrics. In short or long sleeves. And all have the amazing Arafold Collar. Prices about \$4.50 and up. (Subject to government regulation.) See Bali Cays at your Arrow dealer's now!

Cluett, Peabody & Co., Inc., Arrow Shirts • Sports Shirts • Ties • Handkerchiefs • Underwear.



**BLOND STREAK** was squeezed on, using cardboard to keep powder off rest of hair (*below*). Product is called Contress, costs \$2.



## Powdered Streaks

TEMPORARY TINT GOES ON HAIR LIKE TALCUM

Since home hair dyes came out (LIFE, Nov. 27, 1950), about one woman in five has taken to some kind of touching up. Whether she uses a rinse tint, bleach or liquid spray, she has to keep her head covered in summer sun to avoid discoloration and brittleness. Now the ancient practice of hair powdering has been brought back to produce a hair tint that can be safely worn to the beach. Instead of the flour used in the 18th Century, the new product is a tinted metallic powder derived from an odd source:

the aluminum dust inhaled by miners to coat their lungs as protection from coal gas.

The powder washes out with a swim or shampoo but can be restored right away with a few squeezes of its plastic container. It is subject to smudging and, if used in large doses, will shower the wearer's shoulders. But it is useful for dressing up the hair for a special occasion with this season's popular streaks (*above*). For women still timorous about permanent tinting, it is a simple way to experiment with a new color.



# Virginia Mayo

danced 26 miles in these

## MOJUD "MAGIC-MOTION" SHEER STOCKINGS

MAGIC-MOTION MEANS  
EXTRA "GIVE" AND SPRING-BACK...  
THE SECRET OF LONGER WEAR



VIRGINIA MAYO  
Co-starring in  
"SHE'S WORKING HER WAY  
THROUGH COLLEGE"  
A Warner Bros. Production  
Color by Technicolor

Magic-Motion Makes  
Mojud Stockings Fit Better



What a torture test for a pair of wispy stockings! Virginia Mayo danced 26 miles in a single pair without a single run!

Why do Mojuds wear so well? Because there's Magic-Motion... extra "give" and spring-back, in the knit; less strain on the stocking when you dance, walk, kneel, run.

"Whether I'm under the camera's eye or in the public eye... my legs must look their best", says screen star Virginia Mayo, "and clear, sheer Mojuds add glamour to my legs!" They'll add glamour to your legs, too.

stockings by **MOJUD**®

Remember, there's lovely Lingerie by Mojud, too. At fine stores everywhere.  
For nearest dealer, write Mojud Hosiery Co., Inc., 385 Fifth Avenue, New York 16, N. Y. © 1952

## POWDERED STREAKS CONTINUED



**BEFORE POWDERING**, brunette model has choice of light colors like gold, silver, bronze. For blondes there are darker shades of exotic blue, lilac, fuchsia.



**AFTER POWDERING**, brunette at top is silver blonde, can remove color with shampoo. A bottle will make about 40 streaks or do whole head five times.



# IT'S SO NICE TO BE Beautiful IN COOL COMFORT!

And it's so smart to stay in bright step with fashion by wearing Summerettes for color, Lovely fabrics and flattering lines make these BALL-BAND Casuals a pleasure to wear everywhere, all day. Duo-Texture platforms and cork-buoyed rubber soles keep Summerettes cool and light on your feet for delightful, lasting comfort. Choose all *your* Summerettes, now, at the store where you see the Red Ball trade-mark.

## Mona Freeman

appearing in the Cecil B. DeMille-Paramount picture, "THE GREATEST SHOW ON EARTH" (color by Technicolor,) turns to her Summerette wardrobe for just the right color accent for her daytime clothes. THE FLORIDAN, a smart strap pattern Summerette, worn in Irish green by Miss Freeman, is also made in white, burnt orange, navy blue, flame red, and toast

## Pomona

Turitan Summerette, with sparkling multi-color vamp. Also navy blue, black, Irish green, and flame red



## Luray

Navy blue Summerette with smart, cool nylon mesh vamp. Also white wine, lime canary, and flame red



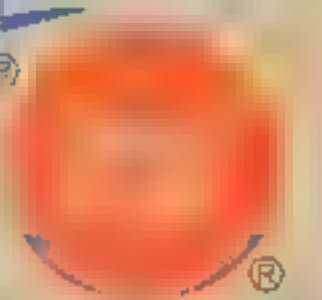
## Sunny Sue

Flame red Summerette. A very pleasing, snug fitting cross-strap pattern. Also in maple brown, black, aqua, white wine, lime, canary, and navy blue



# Summerettes

By **BALL-BAND**  
MISHAWAKA, INDIANA







add punch to your lunch!



# MONARCH pickles & olives

make everything taste better



Our grandmothers never considered a meal complete without pickles! And how right they were! Pickles and Olives add extra tastiness to the best cuts of meat . . . make left-overs sparkle with new flavor! Especially MONARCH—the tastiest, crispiest pickles and olives that ever sparked a meal with new taste delights! Use Monarch Pickles and Olives to make everything you serve taste better! And to top off every meal serve Monarch Coffee or Tea.



A bottle of Monarch Pickles or Olives stretches over many meals . . . adds so much to food enjoyment for so little.



Look for money-saving quality when you shop . . . Look for the Monarch lion head

World's Largest Family of Nationally Distributed Finer Foods  
Reid Murdoch, Division of Consolidated Grocers Corp., Chicago, Ill.





FINDING THE DOOR BARRED, STUDENTS SWARM UP THE SIDE OF THE PI PHI SORORITY AND ENTER THE WINDOWS

## NEBRASKA APES MICHIGAN

### Campus copycats get soaked, raid the sororities and steal girls' lingerie

Ever since students at the University of Michigan succumbed to spring and raided women's dormitories (LIFE, April 7), other colleges have faced a series of similar eruptions, most of them copied slavishly after the Michigan affair. University of Nebraska students, picking an evening when both the chancellor and the dean of students were away, had a water fight. Then, having doused themselves, they advanced on the sororities, forced their way in through windows (above) and swiped lingerie from squalling, usually

delighted coeds. A house mother, knocked down and trampled, had to be given sedatives.

The next night, just as the college was totting up the \$700 bill for damages, the boys got loose again, hauled girls from their sorority houses and daubed them liberally with paint (next page). The dean, back on campus, tried to stop them and got soaked with water. Police finally broke it up. Their patience gone, university authorities said the guilty might go on probation and would probably have to foot the bill.

CONTINUED ON NEXT PAGE

Humphrey Bogart

## SLEEPS COOL

with a low-cost Fedders Room Air Conditioner in his bedroom!



HUMPHREY BOGART

starring in

"THE AFRICAN QUEEN"

Color by Technicolor

Released thru United Artists

SLEEP COOL in the hottest weather! This compact, handsome cabinet . . . a real electrically refrigerated system . . . sits on your window sill, plugs in like a radio. Cools and dehumidifies the air, filters out dust and pollen. Helps hay fever sufferers . . . keeps room cleaner. No building alterations, no water connections. Exclusive twin evaporators offer more cooling power . . . more comfort for you. Mail coupon today for facts.



New attractive window model in stunning Hawaiian Tan, from \$229.95. Easy terms.

**fedders**

A GREAT NAME IN COMFORT

FREE! MAIL COUPON TODAY!

FEDDERS OLIGAN CORPORATION,  
5 Broadway St.  
Buffalo 7, N. Y.

Please send me books checked on how I can sleep, work, live better with a Fedders.

☐ "How to sleep Cool when it's Hot!"

☐ "Sleep Cool on Hottest Summer Nights."

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_



# You don't mind winding your watch-but...

... the fully perfected self-winding mechanism of the CROTON AQUAMATIC keeps your watch automatically wound to exactly the right point and completely eliminates the risk of over-winding the main spring. Result? Greater accuracy!

# You may never wear your watch in swimming-but...

... if you do, the CROTON AQUAMATIC is certified waterproof.\* Its waterproof\* qualities protect it in other ways, too. Not only is water kept out, but dust can't get in to mar its beauty—rust can't set in to mar its parts. Result? Longer life!

# You wouldn't drop your watch purposely-but...

... the 17 jewel shock resistant CROTON AQUAMATIC shrugs off bumps and blows that would damage the average watch! Its greater shock resistance "cushions" the blow. A lifetime repair guarantee for balance staff comes with your watch. Even the glass crystal is shatterproof! Result? Less servicing!



AQUAMATIC "65"—10 kt. yellow gold-filled case. Sweep second hand. \$65.00 tax included.

AQUAMATIC "T"—Chrome top, steel back. Shatterproof crystal. \$39.95 tax included.

## CROTON

### AQUAMATIC

The trouble-proof Croton Aquamatic is self-winding, waterproof,\* shock-resistant.\* Remains waterproof as long as crystal is intact, case unopened. Sold at all leading jewelers. For interesting free booklet, write CROTON, 44 WEST 48th STREET, NEW YORK 19, NEW YORK

Nebraska Apes Michigan CONTINUED



TRIUMPHANT STUDENTS LEAVE CHI OMEGA HOUSE WITH STOLEN GIRL



BOYS SPLATTER MUD ON GIRLS THEY HAVE FLUSHED FROM DORMITORY



GIRLS SUBMIT HAPPILY TO HAVING GREEK LETTERS PAINTED ON JEANS



*Happy to be aboard...*



# OLD FORESTER

*"There is nothing better in the market"*

© 1937—B. F. DIST. CORP.

KENTUCKY STRAIGHT BOURBON WHISKY • BOTTLED IN BOND • 100 PROOF • BROWN-FORMAN DISTILLERS CORPORATION • AT LOUISVILLE IN KENTUCKY





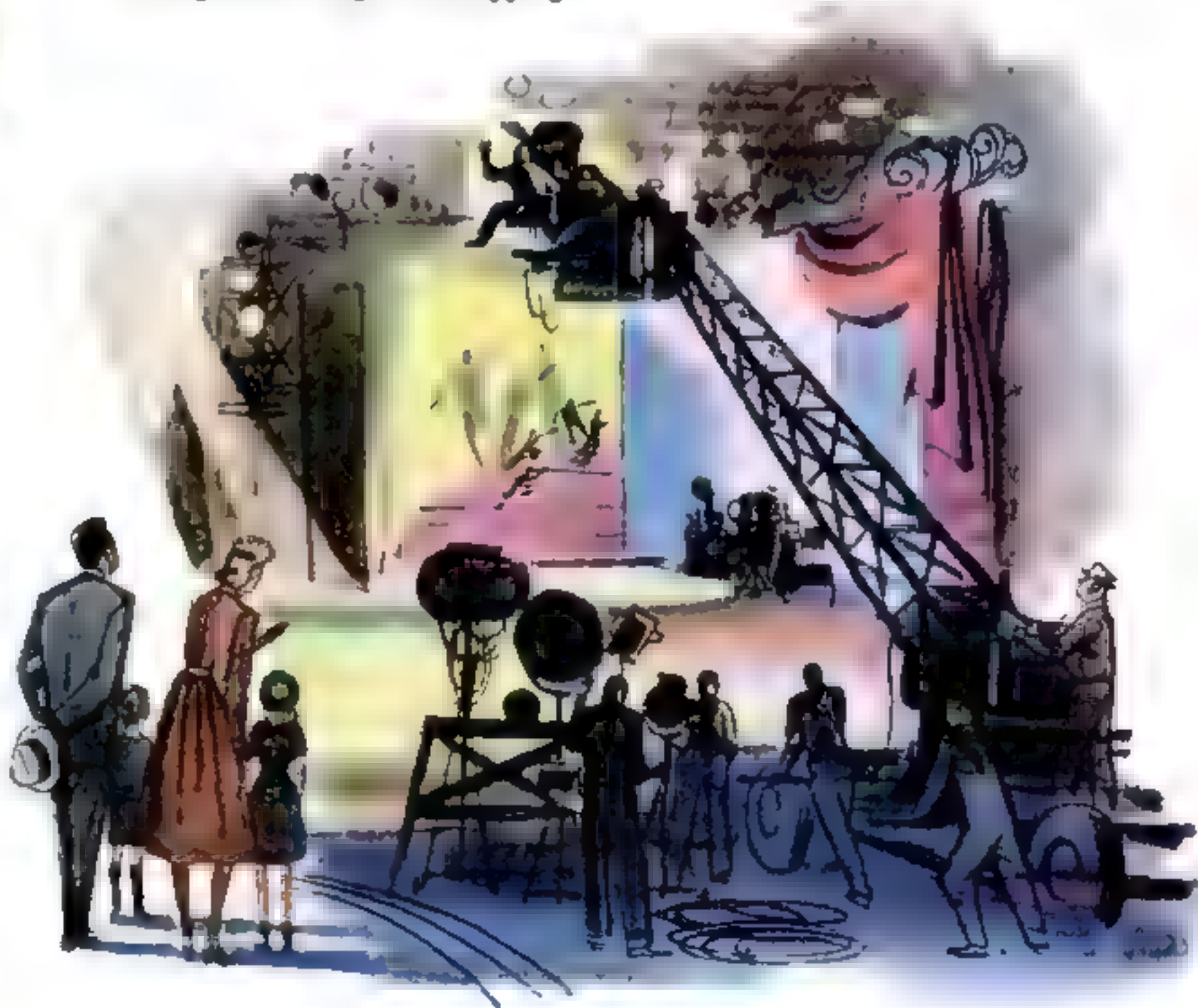
**Paris** is so near by air! If you boarded your airplane tonight, you could be strolling down the Champs Elysees tomorrow. Flying makes a short vacation act like a long one: on a two-week holiday you can see more of Europe than the surface traveler who takes a month.



**The Philippines** lie only 400 miles off the coast of China. By sea, that's a long trip from the U. S. for a busy executive. By air, the journey to Manila takes only 1½ days from San Francisco . . . you can afford time for a stopover in lovely Hawaii. No charge for your berth.

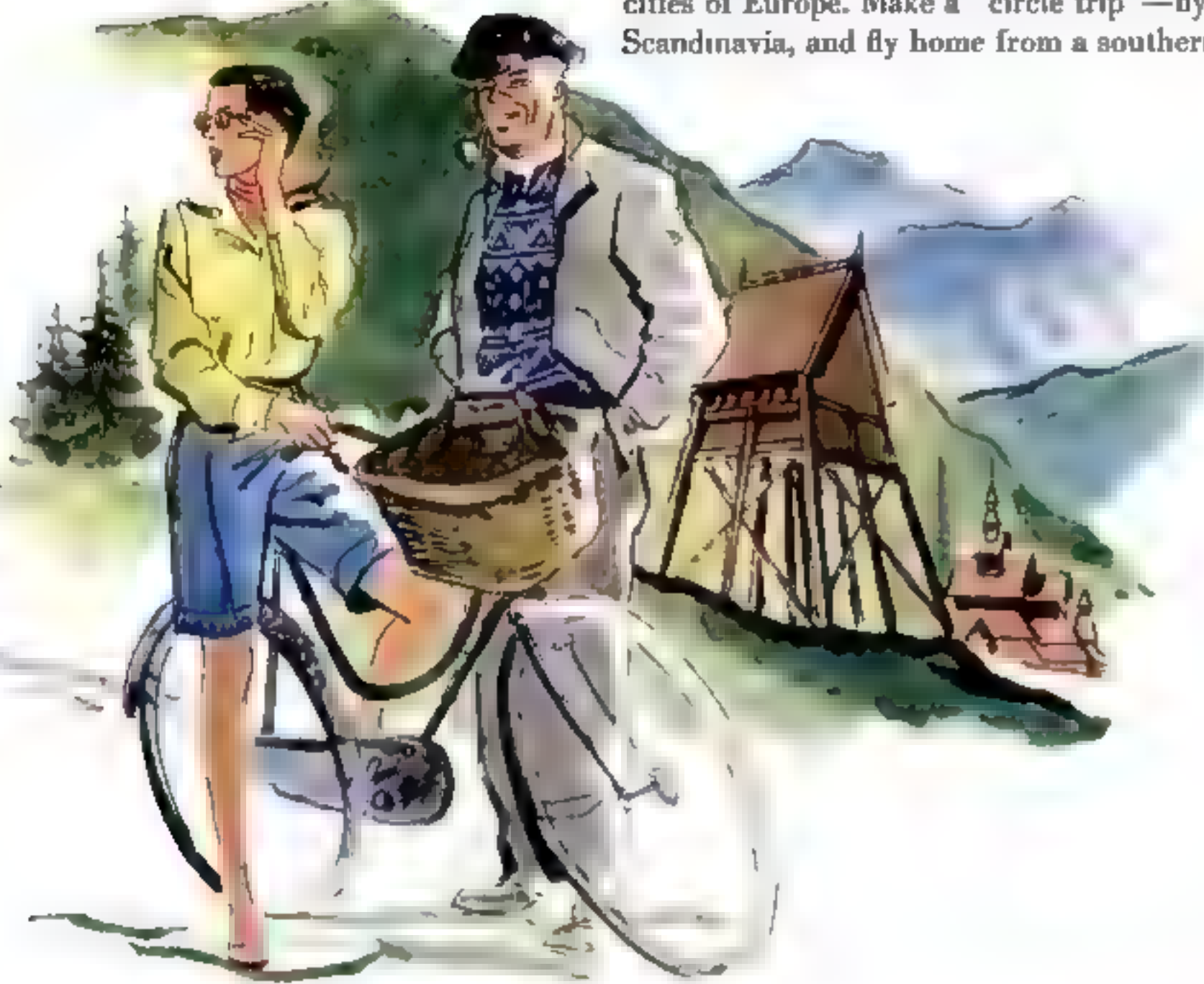
## *Longer vacations...*

**Los Angeles** is less than half a day from New York by air. And the trip is fun; you have a magnificent bird's-eye view of the ever-changing country below . . . Air travel often costs less than surface travel. No charge for meals on regular-fare flights. No tipping.





Scandinavia has excellent air service from the United States . . . and to London, Paris, Rome and other cities of Europe. Make a "circle trip"—fly to Scandinavia, and fly home from a southern country.



Washington brings travelers from all over the world. Swift DC-6 airplanes save them precious days or weeks.  
• For free, expert help in planning *any* trip, ask any of the airlines listed below. Or see a travel agent; look under "Travel Bureaus" in the classified phone book.

## Shorter Business Trips

Flying makes them possible!

**WORLD'S MOST MODERN AIRPLANE.** Today, 79% of Douglas production is military. But the new DC-6's are being built for the airlines, too. The big Douglas DC-6, most modern civilian airplane in the skies today, has carried over 20 million people on these leading airlines of the world:

AA Argentine • AMERICAN U.S.

BCPA Australia New Zealand • BRANIFF U.S. • CMA Mexican

CONTINENTAL U.S. • CPAL Canadian • DELTA U.S. • FLYING TIGER U.S.

KLM Netherlands • LAI Italian • NATIONAL U.S. • PAL Philippine

PANAGRA U.S. • PAN AMERICAN U.S. • SABENA Belgian

SAS Danish Norwegian Swedish • SLICK U.S. • SWISSAIR Swiss

TAI French • UNITED U.S. • WESTERN U.S.

\*Soon

†Air freight



Argentina is as far from New York as Egypt. Yet you can make the trip to Buenos Aires in only a day by air. Thrifty tourist fares are available to South America—and to Europe, too.

Twice as many people fly **DOUGLAS** as all other airplanes combined



# How to Make Strawberries SING!

Serve 'em with

## Reddi-wip

EVERYBODY  
LOVES  
REDDI-WIP!



FRESH strawberries are here again with all their red-ripe deliciousness that *fairly* begs for the crowning glory of Reddi-wip! You'll say they taste *twice* as luscious when served the Reddi-wip way!... Made of fresh, rich cream, Reddi-wip whips itself automatically at the touch of a finger. The grandest time-and-money saver ever. No fuss—

no bowl and beater to wash. And Reddi-wip stays fresh in your refrigerator for days.

Use Reddi-wip on *all* your desserts — cakes, puddings, gelatins—for *extra* glamour, *extra* taste appeal!

Get REDDI-WIP today from your grocer or milkman!



CONTENTS FRESH CREAM • VANILLA •  
**Reddi  
wip**

Made with  
Fresh, Rich Cream!







**This movie kiss grew hotter...**



**SPECIAL  
OFFER**



**Save \$ with Proctor**  
HI-LO TABLE, PAD & COVER regularly \$18.90



Off Center Legs for comfortable sit-down ironing. 15" wide table

Iron sitting or standing with easy speed in comfort you never knew before. Marv Proctor's Hi-Lo Ironing Table, Pad and Cover are yours for dollars less if you act now. Get yours and end stooping and stretching, lugging and pulling... speed your ironing with a pad and cover that stays drum tight, lets your iron glide over the heaviest pieces. See it! Try it! Order your set today, end ironing drudgery forever.

ADJUSTS TO YOUR HEIGHT... from 27 to 36 inches. Stores in 3 1/2" space

EASY-SHIFT WHEELS on rear foot make sit-down ironing practical... let you roll the table back and forth to bring ironing into easy reach



**DRUM TIGHT PAD & COVER** stays snug. Sanforized cover in blue, white, yellow, beige. **CORDMINDER** ends dragging cord that musses ironing. \$3.95.

#### MONEY BACK GUARANTEE

If after 10 days home trial (from date of purchase) you are not satisfied with your Proctor appliance, return it for full refund. No questions asked.

Proctor Electric Company, 3rd St. & Hunting Park Ave., Phila., 40, Pa.

**PROCTOR**

THE APPLIANCE NAME YOU CAN TRUST

KISS CONTINUED

... and hotter for 112 seconds and is felt half a world away

The marathon movie kiss pictured on the previous page is taking place between a new Arabian-French starlet, Kerima (see cover), and English Actor Trevor Howard. Their kissing scene continues for 112 seconds while the camera cuts between the lovers and the children watching them. Kerima's kiss, one of the most passionate in movie history, is a climactic episode in a new British movie, *Outcast of the Islands*. Kerima herself was discovered by the film's director, Carol Reed, who is shown (bottom) amidst studio technicians as he directs the kiss scene with outstretched hand like a maestro conducting a symphony.



7,000 MILES apart two sets of actors create kissing scene. The giggling native kids, supposedly observing the long kiss, were filmed in Ceylon. The kissers themselves were taken in a studio near London.



CONTINUED ON PAGE 114





Probably the best-selling dress in America (and glimpsed under many a mink coat) is the Sacony Waistbander, washable acetate jersey dress with flexible waistband that fits all figures, costs only \$10.95.



Sacony knows fashion-consciousness starts early, puts imaginative details into rayon lastex swim suit, \$3.95; gabardine shorts and matching hile shirt, \$1.85 and \$1.95.

## Sacony values baffle experts

Fashions of superb design, fabric and workmanship have small price tags

For some time now a fashion maker with the brand name of Sacony (rhymes with Maloney) has been mystifying the experts with a combination of superb styling and excellent quality at bafflingly low prices. The explanation of the mystery is the woman consumer herself—a clear-eyed buyer who weighs clothes and their prices, is quick to act when she spots good value. Such responsive consumers have built a big volume of business for Sacony—a fact that results in lowered costs and lowered prices. Retail stores, sensitive barometers of public preferences, report that Sacony fashions are chosen enthusiastically by women in all size, age and income brackets, including many who can afford to pay considerably more for their clothes. Women are invited to write Sacony (College Point 56, Long Island, N. Y.) to learn where they can buy Sacony fashions in their vicinity.

Sacony year-round suit of Palm Beach\* cloth has real suit tailoring, costs only \$25. Water-repellent coat, \$39.95.



Shoe-buttoned knee britches in rayon flannel have characteristic Sacony fashion flavor at characteristically low price. \$7.95. Jacket, \$10.95.



Sacony bathing suits have glamorous evening dress necklines, tiny waistlines, can't ride up in back. Thus in dull rayon lastex costs \$16.95.







From the  
 skill of  
 experienced hands,  
 comes...  
 new  
*Classics*

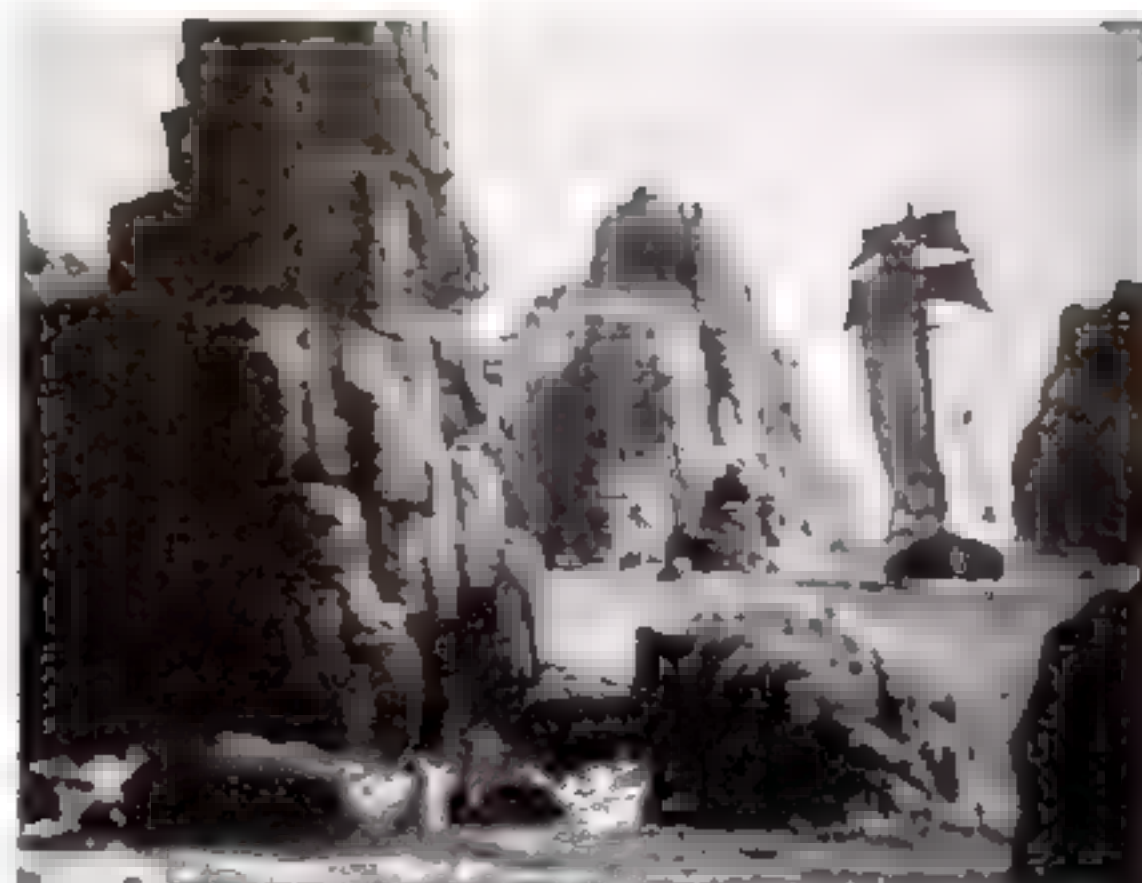
A distinguished man's watch  
 with a rectangular face and a  
 dark leather strap. The watch  
 is shown in a close-up, highlighting  
 the intricate details of the dial and  
 the strap. The watch is positioned  
 diagonally across the page, with the  
 strap extending towards the bottom left.  
 Below the main watch, a smaller, round  
 watch is visible, also with a leather strap.

Here, the new "Sweetheart" —  
 a watch with a round face and a  
 dark leather strap. The watch is  
 shown in a close-up, highlighting  
 the intricate details of the dial and  
 the strap. The watch is positioned  
 diagonally across the page, with the  
 strap extending towards the bottom left.

**SETH THOMAS**

GT  
FILT

*Outcasts of the Islands* concerns a set of characters, many of whom were first created by Joseph Conrad in his novel, *Almayer's Folly*. The movie deals with these same people as they crop up in a later Conrad novel, *An Outcast of the Islands*. Its hero is a pretentious wastrel named Willems, who is kicked out of his merchant's job in a Far Eastern port and, thanks to the misguided charity of a sea captain, becomes an assistant overseer of a remote outpost which can be reached only by a secret river passage. Willems hastens his own ruin by falling in love with a nobly handsome native girl and betraying his benefactor. An impressive but not conventionally likable movie, *Outcast* makes use of superior acting and stunning photography—taken in Ceylon—to preserve much of the disturbing magic of Joseph Conrad's great tales.



**SECRET ENTRANCE** to a river between perilous rocks is navigated by a trading ship which brings white men to native village.



**ALLURING AISSA**, daughter of a chief, is glimpsed by the white man, Willem, as she does laundry in a stream.

Haunted and obsessed by her beauty, he cannot keep away from her even though warned that she is a savage warrior.



**SERENE BEAUTY** glows in Aissa's face. She is always silent, which makes her doubly provocative to Willems.



**DEEP SAVAGERY** burns in Aissa's eyes after she and lover flee to rainy jungle where their passion ends in hate.





Spring  
INTO  
Summer  
BEAUTIFULLY  
WITH

**PETER PAN**

Strapless  
Bras

FOR ALL **B** FIGURE TYPES!

AVERAGE OR AVERAGE-FULL BUST:

innerCircle\*

... gives you more than uplift — upkeep. The exclusive pre-shaped DURA-FORM Cup guarantees uplift that keeps up for the full life of the bra. White broadcloth—sizes 32-36A; 32-38B; 32-38C. **\$500**

SMALL BUST OR IN-BETWEEN SIZE:

Hidden Treasure\*

... adds fullness, confidentially — without pads or puffs. The contour's built right into the patented MACICUP — won't ever wash out. Nylon in white or black—sizes 32-36A; 32-38B; 32-38C. **\$500**

EXTREMELY SMALL BUST:

Tripl-Treasure\*

"Does what nature didn't." Looks like Hidden Treasure—with natural contour inner-pads that can't slip out of place, wash out of shape. White nylon — sizes 30-36AAA. **\$595**

PETER PAN FOUNDATIONS, INC., 312 FIFTH AVE. N.Y. 1 • Creators of glamorous Peter Pan Swimsuits with a famous Hidden Treasure or Inner Circle bra built right in.  
MERRY-GO-ROUND OF CANADA, MONTREAL, QUEBEC

\* U.S. PAT. OFF. PATENTED



# For Sister, Brother, Dad and Mum, Royal Portable makes homework hum!



**1** For speed and ease of writing, Royal Portable is tops,  
Because of "Magic" Margin, its magic never stops.

"Magic" Margin, a Royal exclusive, sets left and right margins automatically.



**2** The handy Speed King Keyboard lets fingers type like mad;  
You think like Isaac Newton and, brother, is that bad?

Royal is holder of World's Portable Speed Championship.



**3** For touches light or heavy, Royal brings you "Touch Control."  
Tailor the touch to suit you—then, father, let 'er roll!

"Touch Control" is a Royal exclusive. Makes writing easier.



**4** Buy only Royal Portable; it's standard in all but size,  
Standard in keys and keyboard, a portable you will prize.

Royal Portable—made by the world's largest manufacturers of typewriters.



**Graduation Hint:** To get or give a Royal Portable, see  
your local Royal Portable dealer today. Terms as  
low as \$1.25 a week. Ask about trade-in allowances.  
Royals come in two colors, Gray or Royal Tan.  
Carrying case included.

Truly, the standard typewriter in portable size

**ROYAL**

**World's No.1 Portable**

"Magic" and "Touch Control" are registered trade-marks of Royal Typewriter Company, Inc.







**HOOFING IT** back to the barn after Derby plans collapse, Gift Silver and Owner Newell make a dejected pair. Mrs. Newell (below) weeps on rail after learning the Louisville trip was in vain.

## ODIE'S DERBY DREAM

**Iowa railroad engineer brings his horse to the big race and comes a cropper**

Odie Newell, 59, is strictly a railroad man. But at the throttle of a big freight diesel on the Milwaukee road's run between Laredo, Mo. and Ottumwa, Iowa, he saw himself as the proud owner of a Thoroughbred horse running in the big races. This spring his dream came true. Odie Newell arrived at Churchill Downs with a horse he intended to run in the Kentucky Derby.

In all the history of the Kentucky Derby there had never been such an entry. Odie met the Derby requirements; he had the \$1,000 starting fee and a horse, Gift Silver, which was a Thoroughbred. Gift Silver had been conceived accidentally when its dam, a cheap racing mare owned by Newell, got loose in a field with a neighbor's stallion. When the mother died shortly after her

colt's birth, Newell's wife Gladys bottle-fed it on homogenized milk. At Churchill Downs as Odie trained his horse, which had never raced before, horsemen tried to hide their grins. Odie's wife, who knew even less about training race horses than he did, kept barking instructions at him, and when she got especially vituperous he would explain quietly. "She's edgy . . . she's never been away from her mother before." In his final workout, Gift Silver wobbled all over the track in an attempt to imitate a Derby hopeful and collided with another horse (p. 118). With that there was suddenly so much official pressure on Odie not to start his dream horse that he tearfully agreed and went back to Ottumwa. He had lost his dream, but he still had his horse and his \$1,000.

CONTINUED ON NEXT PAGE





# NEW SHAMPOO DISCOVERY GIVES YOU Film-Free Hair Without "Detergent Dryness"

New Fitch Shampoo avoids "detergent dryness" caused by shampoos that depend solely on strong "dishpan" detergents for cleansing—actually helps Nature restore the healthy look of young hair.



Your hair renews its youth with every inch it grows. And your shampoo can help keep it looking young and healthy—or can literally wash away that precious bloom of youth.

Feel your hair. Is it dry, brittle, like your hands feel when you use strong detergents in the dishpan? These are danger signs of harsh "detergent dryness" caused by some shampoos that depend solely on strong detergents for cleansing.

Strong detergent shampoos may take out of your hair the very substances it needs for health and beauty. But gentle new Fitch Shampoo leaves them there while it removes surface oil, dirt and loose, itchy dandruff... and no dulling film remains!

Helps Nature  
improve  
your hair



"Detergent dryness" disappears as the scalp's beautifying lubricants are freed; your comb carries them along to polish every strand.

STOP WASHING THE  
BLOOM OF YOUTH FROM YOUR HAIR

## Switch to New Fitch Shampoo

Hair dulled by soapy film can sparkle again... the "rinse" is right in the new Fitch formula.

Even hard-to-manage hair can have that "Hairdresser Look"... be easier to comb and set, have lovelier texture, as the drying effect of strong detergents is removed.

You get a "soft-water" shampoo... because new Fitch contains a special agent that makes even hardest water behave like soft rain water, gives you rich luxury suds instantly.

And new Fitch Shampoo is mild, safe to use on a child's scalp as often as needed. Helps leave hair tangle-free.



Gentle new Fitch is one shampoo perfect for all the family... because it contains everything hair needs to be healthy, to feel soft, to have the natural shine of "young" hair.

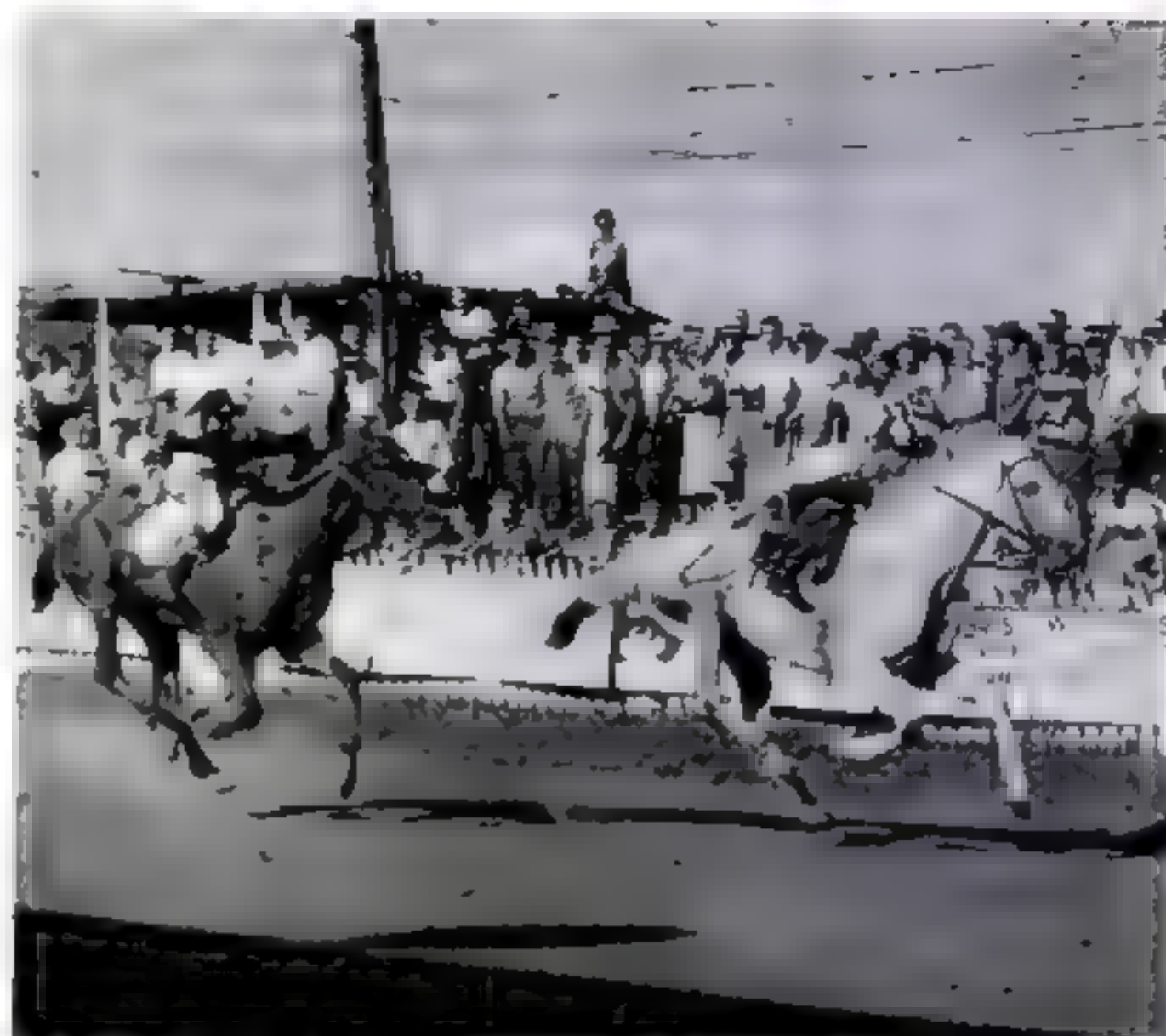
Fitch is still the only shampoo that guarantees to remove loose dandruff in just one lathering—or your money back.

COPYRIGHT 1955 FITCH DIV GROVE LABORATORIES, INC.

LOOK FOR  
THE NEW  
GREEN  
AND WHITE  
PACKAGE



Derby Dream CONTINUED



GIFT SILVER'S SIRE, 13-year-old Drift Silver, is still racing the cheap tracks. Here he is winning the 1951 Missouri Derby, worth \$600, at Kahoka.



THE NEWELL PLACE at Ottumwa, Iowa is new brick house flanked by barn (right) where Gift Silver lives. He was trained at nearby half-mile track.



LOUISVILLE DEBACLE occurs when Gift Silver (rear) bears out during workout, hits another horse. The other horse's rider had jumped for safety.



# MORRELL

Morrell Pride SNACK,  
Morrell Pride Chopped Ham,  
and Morrell Pride Breakfast  
Sausage are tasty and  
thrifty pure-pork products  
you'll be glad to have  
on hand these busy days!  
We are proud to  
label them Morrell Pride.



# PRIDE



MORRELL PRIDE BREAKFAST  
SAUSAGE LINKS—handy cans  
let you enjoy this pure-pork  
treat all year 'round.

MORRELL PRIDE SNACK—tops in  
nourishment and flavor. Ready-to-  
serve in delicious cold dishes... or  
easy-to-fix hot meals.

MORRELL PRIDE CHOPPED HAM—  
lean ham, coarse-ground and  
juicy, brings that real ham flavor  
to a score of economy meals.

# MEATS



JOHN MORRELL & CO. SINCE 1827  
OTTUMWA, IOWA | SIOUX FALLS, S. D.

Pork Beef Lamb Ham Bacon Sausage Canned Meats



# DISCRIMINATING PEOPLE PREFER HERBERT TAREYTON



MRS. ROBERT B. CASE, attractive young member of New York society. Discriminating in her choice of cigarettes, Mrs. Case says. "Only Herbert Tareyton gives you a cork tip and such pleasantly mild tobacco."

Discriminating people prefer Herbert Tareyton. They appreciate the kind of smoking that only fine tobacco and a genuine cork tip can give. The cork tip doesn't stick to the lips . . . it's clean and firm. And discriminating people prefer Herbert Tareyton because their modern size not only means a longer, cooler smoke, but that extra measure of fine tobacco makes Herbert Tareyton today's most unusual cigarette value.



T H E R E ' S             S O M E T H I N G             A B O U T   T H E M   Y O U ' L L   L I K E

Capt., The American Tobacco Company





**IGNOMINIOUS RETURN** to Iowa depresses Nowells as they bring Gift Silver back to Frank Miller's stable in Mt. Pleasant where the horse trained. They tried to sell Gift Silver before leaving Kentucky but found no buyers.



**PROUD VICTORS** of Derby share triumph. Calumet Farm's Hill Gail with Jockey Eddie Arcaro is led into winner's circle by Trainer Ben Jones. But Hill Gail ran into tough luck too. He hurt his ankle, could not run in the Preakness.

Everybody's becoming "soled" on



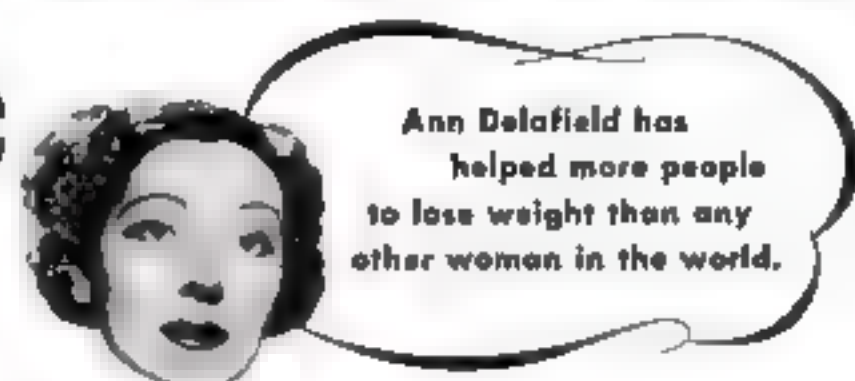
The great new scientific advancement in soling material, ideal for all the family's shoes! Cat-Tex outwears leather 2-to-1 — it's lightweight and water-proof, non-slip and non-marking. Ask your shoe repairer to rebuild like new with Cat-Tex full or half soles and famous Cat's Paw rubber heels!

Cat's Paw Rubber Company, Inc., Baltimore 30, Md.



# HOW JUDITH NASH LOST 27 lbs. WITH AMAZING NEW APPETITE REDUCING PLAN

Ann Delafield, Famous Beauty Consultant, Reveals Dramatic Story of Her Easy, Natural Way to Lose Weight



"Judith Nash had tried reducing many, many times in her life but was never really successful," says Ann Delafield, renowned beauty authority.

"Then she tried the Ann Delafield Appetite Reducing Plan and discovered the wonderful secret of the Appetite Reducer. In an amazingly short time she slimmed down from 161 to a trim 134."

## IT'S EASY—IT'S FUN

The story of Judith Nash can be your story, too. Now... a reducing plan is offered to you based on scientific laboratory research, and implemented by a vitamin protective capsule. If you are one of the thousands of women who have an overweight problem... the Ann Delafield Appetite Reducing Plan was designed to help you find slender beauty. It is the *easiest* way in the world to reduce because it's fun

## YOU CAN EAT YOUR CAKE AND HAVE "IT" TOO

If your figure isn't as perfect as you would like to have it... don't be discouraged. Perhaps you are one of the large army of women (and men) who have carried extra pounds for years... who have tried weight-reducing plans that have brought nothing but tears... who have punished their bodies with starvation diets. Now, at last, here's a scientific way to keep the slender beauty that's rightfully *yours*.

Your answer is the Ann Delafield Reducing Plan... an easy way to reduce that doesn't take the fun out of life. During Miss Delafield's forty years of experience in helping hundreds of thousands of women to lose weight, she has learned a great deal about this common problem. Most of her pupils have been recommended by personal physicians.

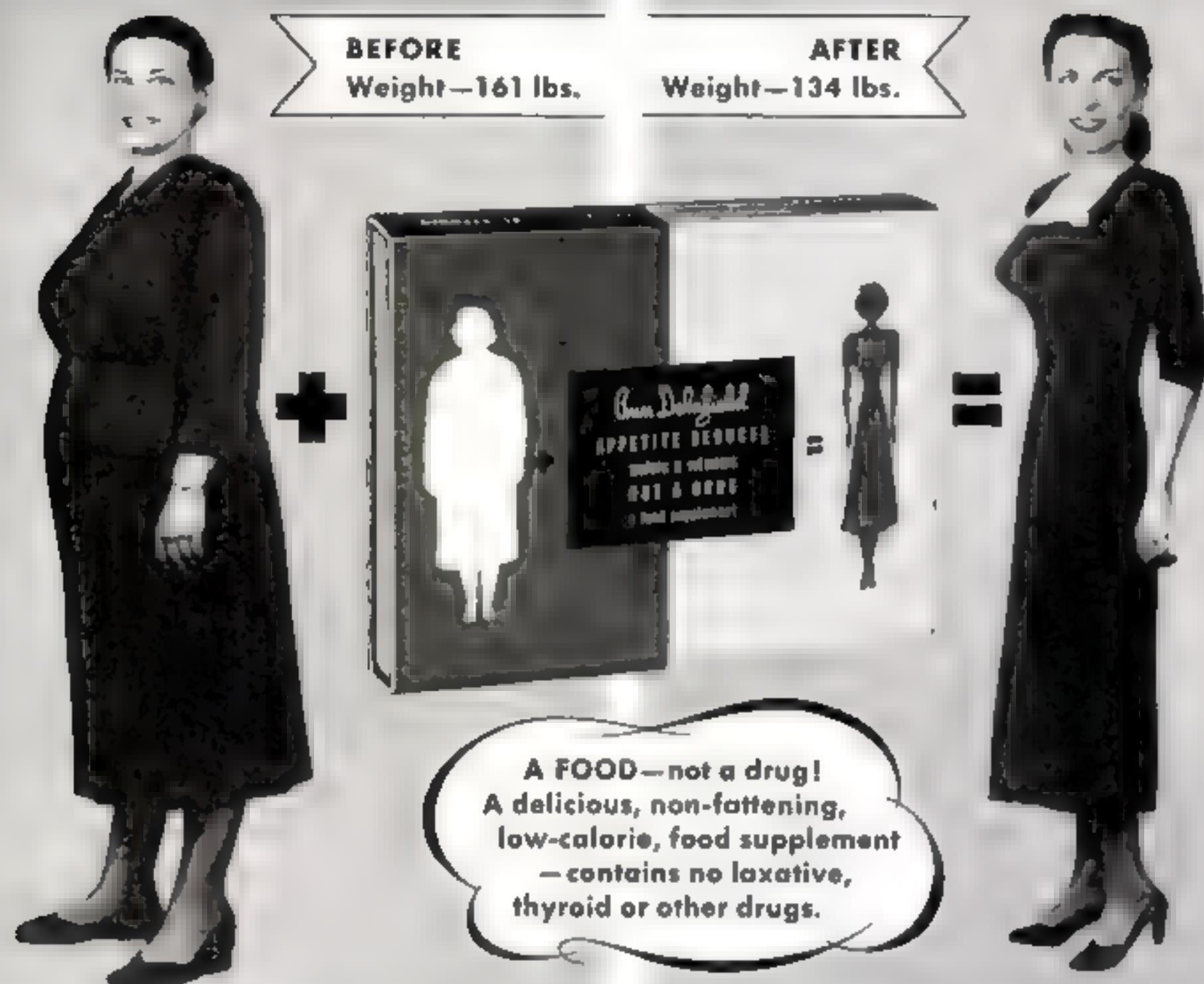
## YOU DON'T COUNT CALORIES

All this work is done for you in the Ann Delafield Reducing Plan with generous, appetizing yet low-calorie menus. The secret of the amazing success of Miss Delafield's plan is a scientifically produced... and *delicious*... wafer called the Ann Delafield Appetite Reducer. It's the greatest blessing a hungry person ever had! When you reach that time of day when you feel you need a snack for energy... you simply take the Appetite Reducer wafer. This wafer was conceived after years of practical experience and endless hours of consultation with physicians and dieticians.

In addition, your diet is supplemented by Ann Delafield Vitamin Capsules... carefully prepared by expert chemists to conform to the standards set down by the Food and Nutrition Board of the National Research Council.

## DON'T PUT IT OFF ANY LONGER

If your doctor has told you that your excess weight is not due to a glandular disturbance or organic causes, start on your Ann Delafield Reducing Plan *today*. The complete package... containing the book, a 30-day supply of your Ann Delafield Appetite Reducer Wafers and Vitamins... costs just \$6.95; repeat package just \$5.95.



Judith Nash weighed 161 pounds and had tried again and again to lose the extra pounds that were making her self-conscious and unhappy. Then she tried the Ann Delafield Appetite Reducing Plan and wrote this to the famous beauty authority...

"Dear Miss Delafield... with the aid of your wonderful

Appetite Reducer I lost 27 pounds and never felt better in all my life. My doctor found my health perfect and is greatly enthused about your particular method of reducing. The Ann Delafield Appetite Reducer not only kept me from feeling hungry, but gave me more vital energy than I could get in any other way."

Judith Nash \*

## What you get with the Ann Delafield Reducing Plan:

1. A 116-page book giving you Ann Delafield's new, easy Appetite Reducing Plan, including suggested menus and vital beauty tips.
2. A 30-day supply of Ann Delafield Appetite Reducer... not a drug but a delicious, non-fattening, scientifically produced supplementary food that includes low calorie *Skim Milk Powder* and *Soy Bean Flour*.
3. A 30-day supply of the Ann Delafield Vitamin Capsules... scientifically prepared according to the Recommended Dietary Allowances, Food and Nutrition Board, National Research Council in 1948 for women on a 2000 calorie or less reducing diet, except for the omission of Thiamine, which has a tendency to increase your appetite.

\*Address on request from Rexall, Los Angeles



**SOLD AT REXALL DRUG STORES EVERYWHERE**







JOSEPH KRAMM, WINNER OF PULITZER PRIZE FOR HIS PLAY, "THE SHRIKE," GETS HUG FROM ACTOR JOSE FERRER

## THIS IS WHERE I CAME IN

Broadway revives so many old stage hits that a critic feels he is reliving his past

by TOM PRIDEAUX

*Life's Entertainment Editor*

**S**ITTING in a darkened theater, during the brief moment before a play begins, or the interminable one until it ends, is the time when a man can be alone with his own thoughts—which he often prefers to the author's. The other night at a play which closed after only one performance, I had to fall back pretty exclusively on my own thoughts, or thought. It was a simple one: in a quarter century of playgoing, this is the worst Broadway season I have ever seen.

Financially, I had better admit, the season has been good, or at least better, so far, than last year. And probably, when they get all the box-office figures added up, better than any time since 1946-47. But money isn't everything.

I suppose to people around the country the fact that Broadway, artistically, has fallen on its face may sound like a purely local

disturbance—like New York's drought when the reservoirs began to dry up. But if they'd consider that for the past 30 years Broadway has trained and fed new talent into movies, and later into radio and television, then maybe the threat of a local dry-up might cause a little more widespread consternation.

As an indication of how things are going, take the case of *The Shrike* by Joseph Kramm (above and *LIFE*, Feb. 11). Looking around for a play upon which to bestow its annual award, the Pulitzer Prize Committee two weeks ago chose *The Shrike*. Now to me the play was well worth seeing, helped as it was by José Ferrer's acting and directing. But I think its story of a sane man held prisoner in a hospital by his malicious wife and stupid psychiatrists is too flatly, too patly written to be worthy of a high literary prize.

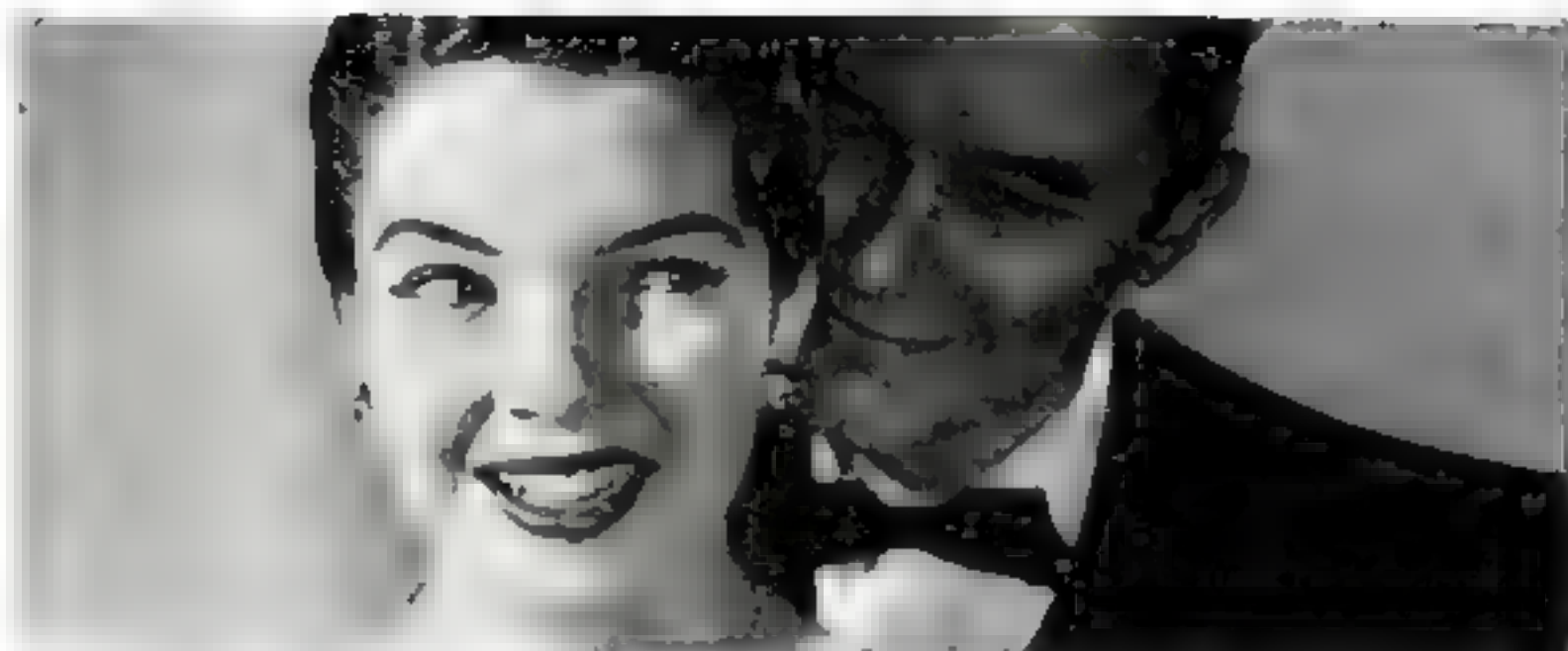
The award is doubly surprising since last

year the Pulitzer judges gave no prize at all, passing over such thoughtful plays as *Darkness at Noon* and *Autumn Garden*. If they felt obliged, maybe because of last year's omission, to make some award this year, you might ask whether any other current American play is more deserving than *The Shrike*. My answer would be no. There wasn't any entirely original American play of any real significance on Broadway this season.

Only a few nights ago I found myself, along with 3,000 other people, helpless with laughter at some scenes in *The Male Animal* (next page), that wonderful little play by James Thurber and Elliott Nugent first produced in 1940. With its story about a professor who stands up for his ideals and almost loses his wife to an ex-football hero, *The Male Animal* may well be America's No. 1 domestic comedy.

But watching Elliott Nugent playing the





# LISTERINE TOOTH PASTE PROVEN CLINICALLY BETTER THAN CHLOROPHYLL TO STOP BAD BREATH

## Snow white, minty Listerine Tooth Paste...

has been proved in authoritative clinical tests to be more effective than chlorophyll in stopping bad breath of mouth origin. More effective in most cases not only for minutes, but for *hours*... four hours, five hours, and more! More effective in these tests than a leading chlorophyll tooth paste, chlorophyll mouthwash, and chlorophyll tablet. So, for longer lasting assurance, for this clinically proven protection against bad breath, trust Listerine Tooth Paste. And look at the money this super-efficient tooth paste saves you! Two... not one!... large size 45¢ tubes only 59¢.



## WHERE I CAME IN CONTINUED

professor's role which he created 12 years ago, my enjoyment was tempered by an uneasy feeling. This, I said to myself, is where I came in. Time has turned backward, and I am seeing the same plays, the same actors, over and over again. A look at this year's record batch of revivals will show what I mean.

There has been Shaw's *Candida* and Maugham's *The Constant*



In *The Male Animal* ex-football hero demonstrates play with dishes.

*Wife*, two comedies about fidelity. (Shaw was for it, Maugham wasn't.) I saw the *Wife* in 1926 with Ethel Barrymore and *Candida* in 1924 with Katharine Cornell. This time Cornell was playing the Maugham, which confused me slightly, and Olivia de Havilland was doing *Candida*, which confused her.

Then there were two O'Neill revivals, *Anna Christie* and *Desire under the Elms*, two more Shaw plays, *Saint Joan* and *Caesar and Cleopatra*, and two Shakespeares, *Antony and Cleopatra* and *Much Ado about Nothing*. There has been *Golden Boy*, *Shuffle Along*, *Pal Joey*, *Of Thee I Sing* and *Tovarich*, and in a few days there will be a revival of *First Lady*. I was especially curious to see the revival of the Gertrude Stein-Virgil Thomson opera, *Four Saints in Three Acts*. Back at its premiere in 1934 it was considered



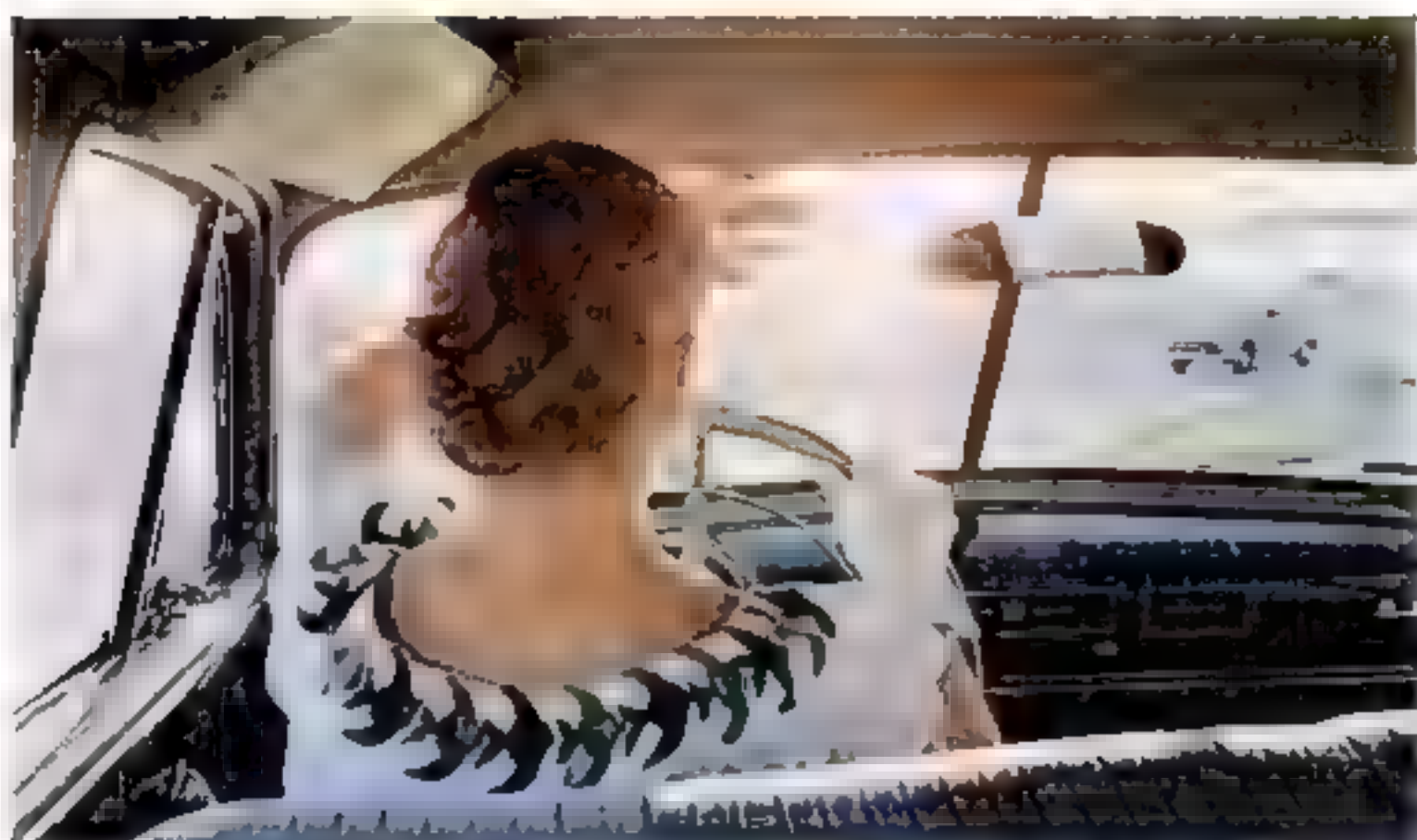
Nugent in *Male Animal* drunkenly tells how male should fight for mate.

to be a daring avant-garde venture. This time audiences laughed at its famous lines about "pigeons on the grass, alas" as if they were hearing some old Joe Miller joke, and the whole thing had the nostalgic air of a period piece. Maybe *Four Saints*, with its nursery double talk, always was an old-fashioned entertainment—which accounts for its durable charm.

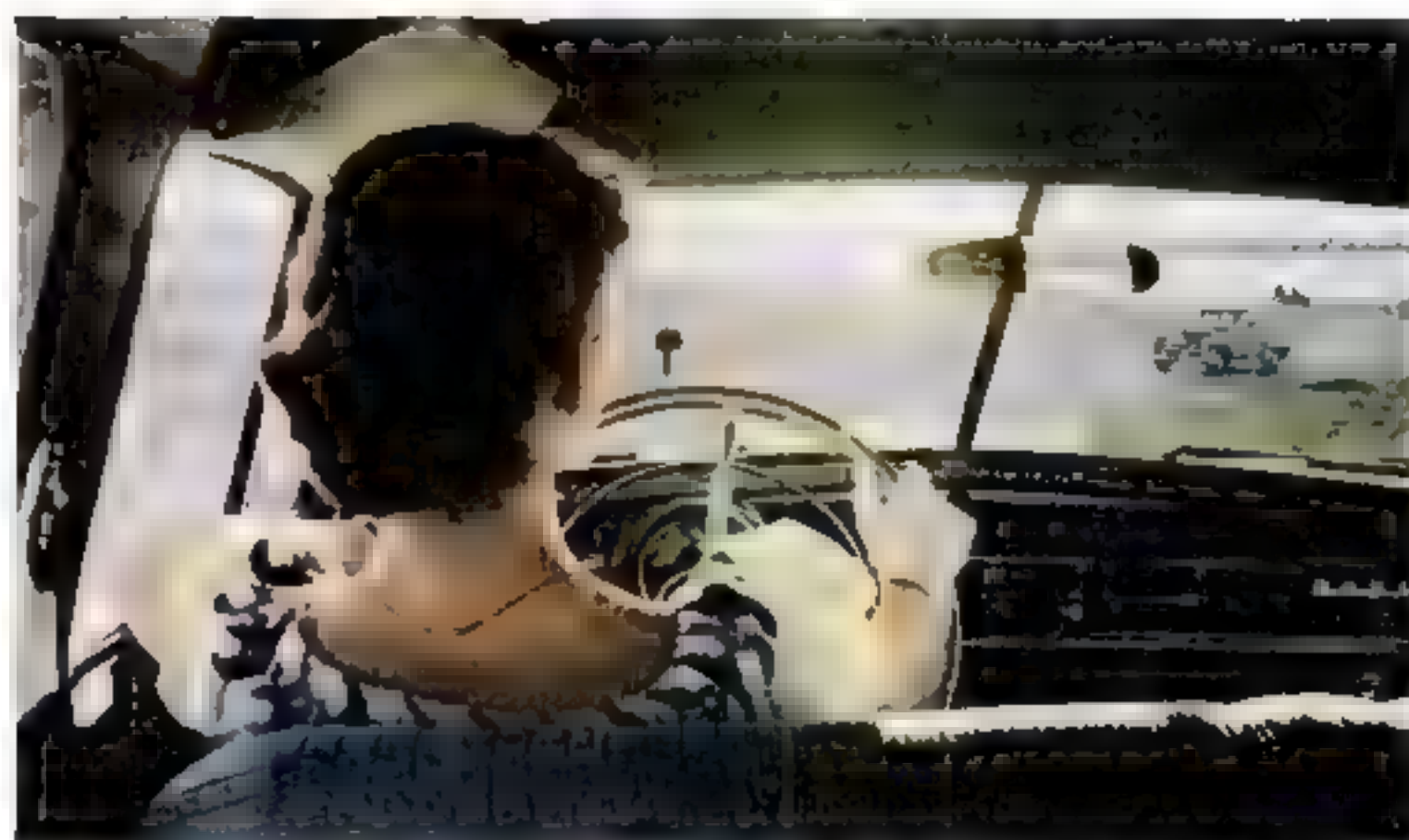
CONTINUED ON PAGE 127



# NEW DODGE-TINT SAFETY GLASS CUTS GLARE-SAVES LIVES!



**ORDINARY SAFETY GLASS** lets in the full glare of sun and headlights . . . with resulting eyestrain and fatigue. Excessive glare is a major driving hazard.



**DODGE-TINT SAFETY GLASS\*** cuts glare for driving safety and comfort, yet permits safe visibility at night. Reduces heat rays from summer's sun by 21%.

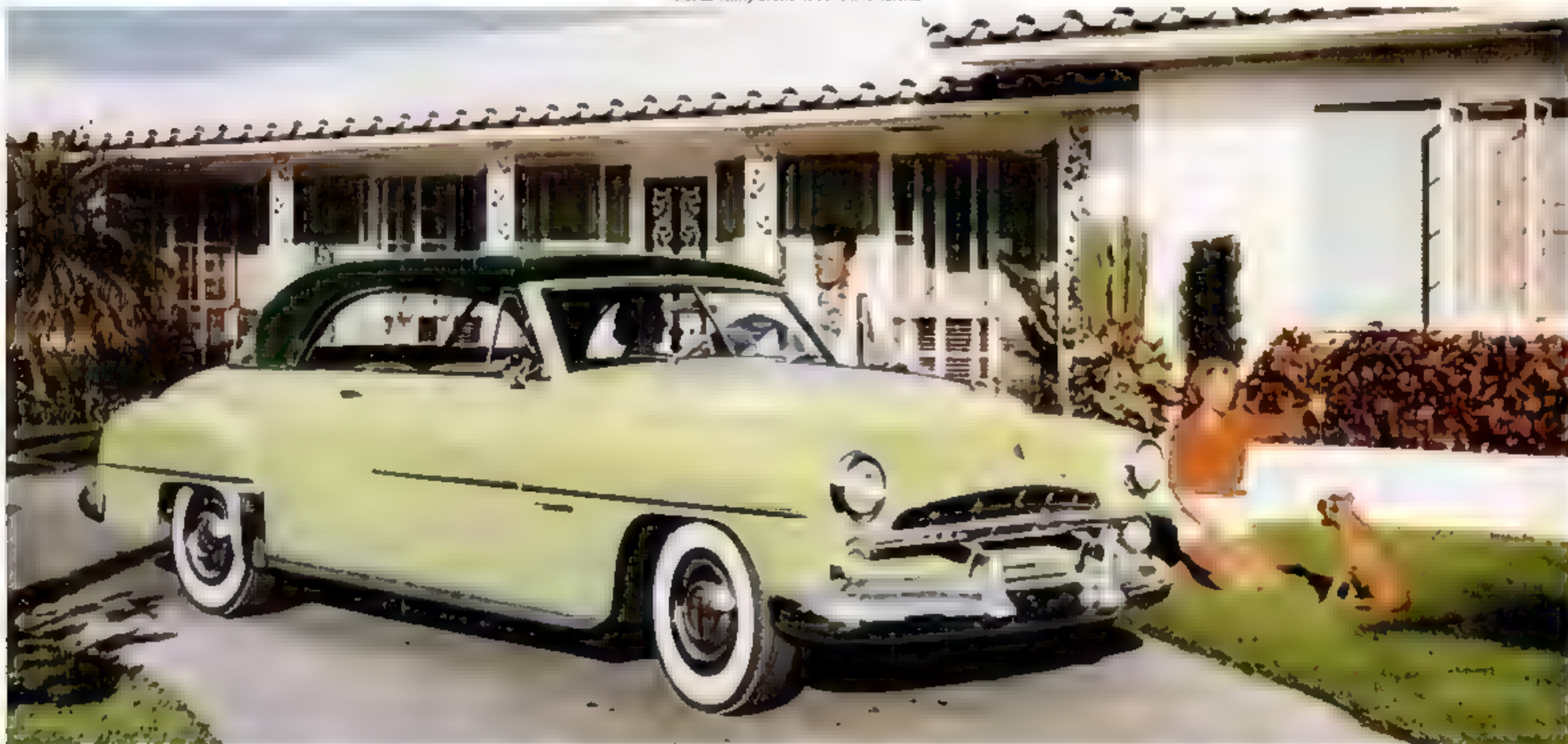
## Greatest improvement in car safety since shatterproof glass!

Dodge-Tint Safety Glass\* wards off the glare of sun and sky . . . cuts sun's heat by 21%. This new, different glass takes the sting out of blinding headlights. From the inside, each window is a soft, pleasing tint from top to bottom . . . from the outside, it adds extra smartness to new Dodge beauty. And this typical Dodge value costs only a few dollars extra—for all windows—less than half what

some cars charge for "colored" glass without all these advantages.

Before you buy a new car, compare Dodge the "Show Down" way—feature by feature—with other cars costing up to hundreds of dollars more. You get amazing proof of Dodge extra-value. Your Dodge dealer has your free copy of the "Show Down" booklet. Once you get the facts, we're sure you'll play it wisely, and get a Dodge!

\*Not currently available in Massachusetts.



Specifications and equipment subject to change without notice

Big, new dependable

# '52 DODGE





Not just 2 or 3 place settings  
but a complete service for 8 in  
**1847 ROGERS BROS.**

52 pieces with chest, including  
4 essential serving pieces...\$74.50

Why buy silver piece-meal when you can  
have the joy and satisfaction of owning  
a complete table service in America's  
finest silverplate—1847 Rogers Bros.?

It's a lifelong possession you'll be proud of  
And how happy you'll be to set your table with  
Remembrance—or any of the other four  
beloved 1847 Rogers Bros. designs

Fortunately, 1847 Rogers Bros. is easy  
to own. Ask your dealer about low  
down-payment, convenient terms



*"Remembrance"*

...for the sentimental lass  
this dainty romantic design.

Think of moonlight, roses, weddings—and this lovely "Remembrance"  
pattern! For it brings an 1847 Rogers Bros. tradition of beauty  
a rich look and feel you'll find in no other silverplate

**1847**

**1847 ROGERS BROS.**

AMERICA'S FINEST SILVERPLATE

COPYRIGHT 1952 THE INTERNATIONAL SILVER CO. MERIDEN, CONN.





## WHERE I CAME IN CONTINUED

All this onrush of revivals, I think, may indicate that Broadway is changing from the creative phase of the past 25 years—the golden age of the U.S. theater—to a period when revivals, revamped versions of old plays into musicals, and dramatizations of novels are going to dominate the scene almost entirely.

If this is true, it isn't altogether bad news.

In the field of opera, for example, very few first-rate works have



*In Four Saints in Three Acts a heavenly choir looms behind three saints.*

been composed in the last 30 years. Yet public interest in opera continues and has even grown during recent years. In other periods of history theatrical entertainment has consisted almost entirely of revivals and rehashes. To a large extent the ancient Roman theater offered little else but the great classic tragedies and comedies of Greece, played straight or adapted to satisfy popular taste. In England and France there have been seasons when the only tolerable offerings were revivals of Molière or Shakespeare or other classics. And people still went to shows.

Broadway has not, of course, passed permanently into "a Roman phase" because it has had one dreadful season. Things may look better next year. But it is unlikely that it will soon be as productive or exciting as it once was. Too much of the fun has gone out of show

CONTINUED ON NEXT PAGE



*In Of Thee I Sing candidate (right) stands by sweetheart and running mate.*

## You are invited to join these 20 famous men

LUCIUS BEERE  
GEORGE BIDDLE  
LOUIS BROMFIELD  
LOUIS CALHERN  
FRANCIS GROVER CLEVELAND  
ELY CULBERTSON  
THE DUKE DI VERDURA  
DENIS CONAN DOYLE  
MAJ. GEORGE FIELDING ELIOT  
CEDRIC HARDWICKE

DENNIS KING  
PAUL LUKAS  
LAURITZ MELCHIOR  
THE MARQUESS OF MILFORD HAVEN  
CONRAD NAGEL  
WILFRED PELLETIER  
NORMAN ROCKWELL  
ALBERT SPALDING  
JAMES THURBER  
ERNEST TRUDEX

## one of the world's most distinguished clubs

• You are never too young to begin taking a young man's care of your appearance. And because it is so important, you, too, belong with these distinguished members in this world-famous After-Shave Club.

Like other Williams preparations, Aqua Velva has an extra youth preserving quality. It contains a very special tonic ingredient for the skin. This wonderful substance leaves your face with its natural

moisture intact . . . helps protect it from sun, wind and cold.

To freshen and "firm-up" your skin, to help keep your face looking and feeling young, make a habit of using Aqua Velva after every shave.

Its quick-refreshing feel, its tangy scent will show you why it is the world's most distinguished after-shave lotion.

Join the After-Shave Club . . . use Aqua Velva tomorrow morning.



THE  
SELF

C  
Y  
M  
A

ADVANCED  
AUTOMATIC  
WINDING WATCH



CHIEF \$71.50  
gold filled or  
stainless steel  
FULLY AUTOMATIC  
17 JEWELS  
WATER RESISTANT  
SHOCK RESISTANT  
SWEEP SECOND HAND  
LUMINOUS DIAL

C  
Y  
M  
A

most amazing miniature power plant ever produced

Accurate dependable timekeeper, the smart new thin-styled Cyma Automatic perpetually winds itself while being worn—cannot run down, cannot overwind. In 14K gold (the General) with 18K dial markers and hands, \$165.00 F.T.I. At authorized Cyma jewelers.

CYMA WATCH COMPANY, INC.  
FIFTH AVENUE, NEW YORK



SMART WOMEN TODAY  
USE THIS

# Lip Beauty Time Table

Around-the-clock lip make-up is here to stay... thanks to Lip Life. This make-up discovery has started a new beauty trend. Made in two tones, Red and Blue, it compliments every complexion.

Smart women use Lip Life for basic daytime make-up because it lasts right through the busiest day. Yet, unlike many indelible lipsticks, it is kind-and-creamy. It won't irritate or dry out delicate lips. Best of all, when the sun goes down, you simply put your favorite evening shade over a base-coat of Lip Life... and stay bewitching the night through.



7:00 A.M. No more of that before-breakfast "disenchanted look." She greets the morning with color on her lips, not on her pillow slips.



11:00 A.M. Morning chores are over. Before she goes shopping, she applies Lip Life; and being modern, uses a Martha Lorraine lip brush.



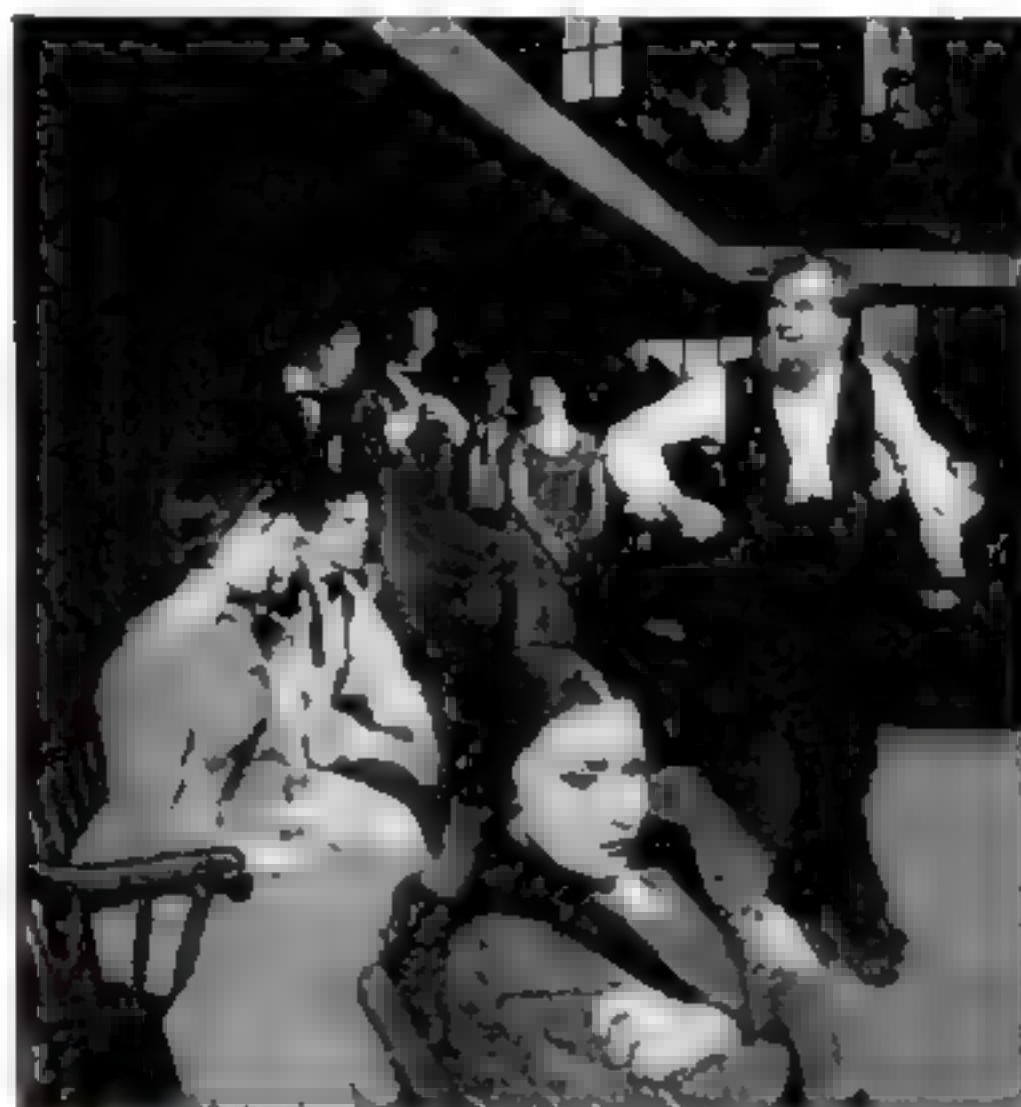
7:00 P.M. Before going out for the evening, she uses Lip Life as a base for her after-dark lipstick. Result, lipstick stays where she puts it.

## Lip Life

At better cosmetic counters, \$1. If your dealer isn't supplied, send 25 cents (to cover packing and mailing) for two generous samples. Lip Life, 1207A W. 6th Street, Los Angeles 17, California.

## WHERE I CAME IN CONTINUED

business, largely because it represents such an appalling financial gamble. A little comedy that cost, say, \$10,000 to produce in 1930 means today an investment of at least \$60,000, and admission prices have by no means increased proportionately. All the producer can do is pray for a real smash hit—"plain hits don't make money on Broadway anymore," a top producer recently said—



In *Desire under the Elms* New England patriarch struts before his wife.

and hope after a year's run and a successful movie sale to make a few pennies.

Paradoxically, the only producers today who can go about their work with gusto and afford to take risks are the very poor ones or the very rich. The off-Broadway groups, which operate on a shoestring, can afford to experiment because they haven't much to lose. The few fabulously successful concerns like Rodgers and Hammerstein can indulge in new ideas, and it is to their credit that they tackle such unconventional shows as *The King and I*.

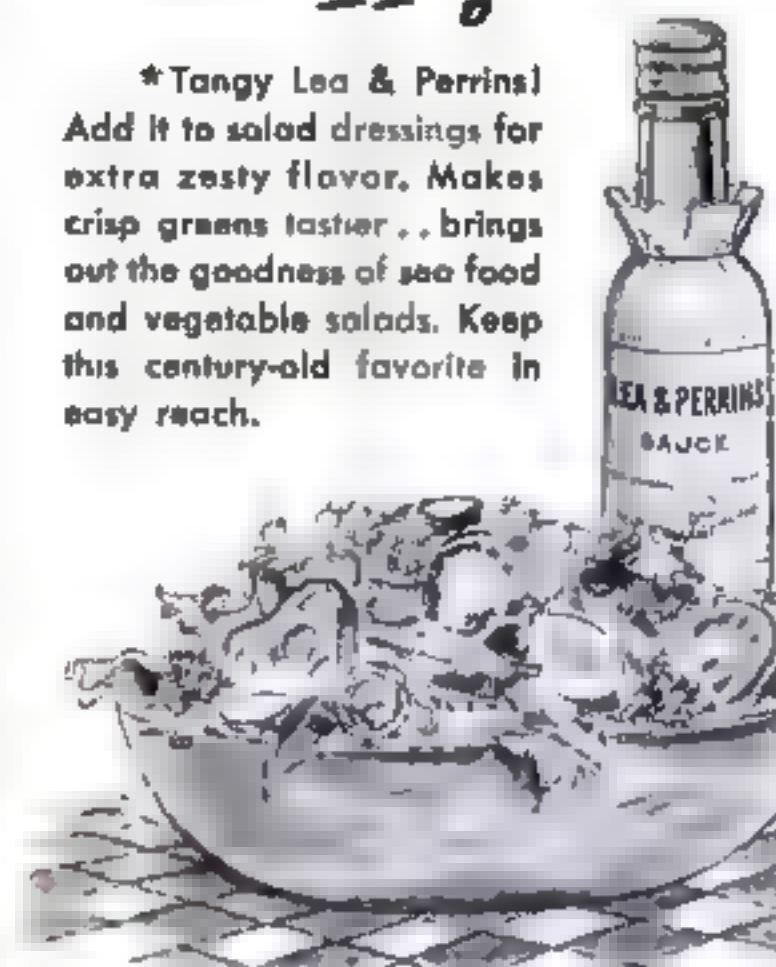
I have barely mentioned this year's version of the musical, *Pal Joey*, which in some ways is even better than the one I saw in 1940 with Gene Kelly. It occurs to me that perhaps it is wrong to think of shows like *Pal Joey* and *The Male Animal* as revivals, but rather as part of a permanent library of stage and musical literature which we are building up for the future. Already we are beginning to realize that the popular songs of the 1920s and '30s have a permanent value, just as the more serious arts of that period are beginning in retrospect to look pretty impressive. Maybe we should stop being self-conscious about returning to past triumphs and take them for granted as a family heritage. The only thing that still worries me is that, with a few more bad seasons like this one, we will be using up the heritage without adding anything to it.



In *Pal Joey* a nightclub hooper capers before dowager who is keeping him.

## America's Best dressed Salads have IT\*!

\*Tangy Lea & Perrins!  
Add it to salad dressings for extra zesty flavor. Makes crisp greens tastier... brings out the goodness of sea food and vegetable salads. Keep this century-old favorite in easy reach.



salt & pepper are  
not enough... add

## LEA & PERRINS

The Original  
Worcestershire SAUCE

FREE Recipe Book with 196 easy ways to  
exciting flavor! Write Lea & Perrins,  
241 West 51st, New York 13, Dept. L-5

## SOUP FOR LUNCH

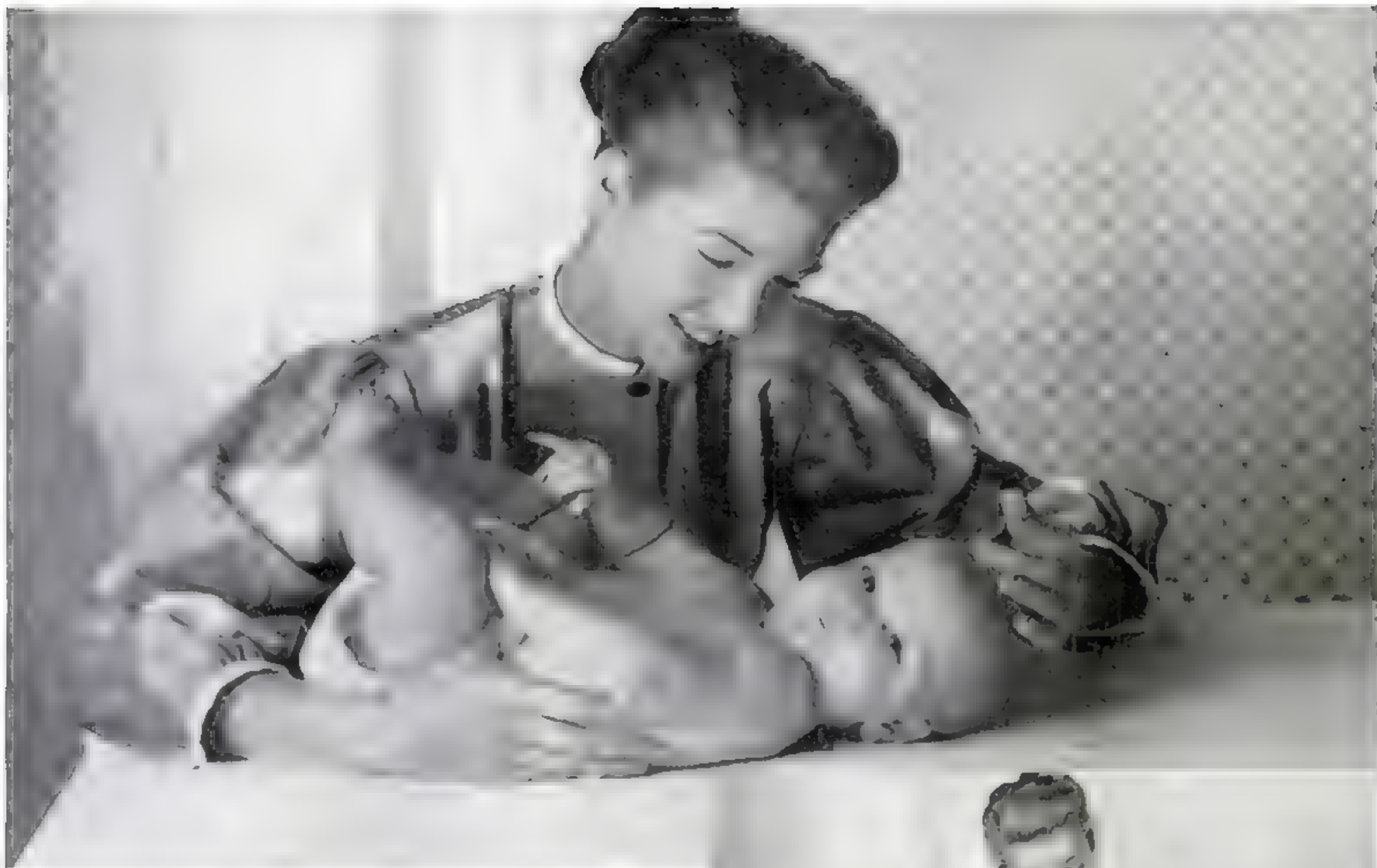
HOT AND HEARTY  
AND OH, SO GOOD!

MAKE IT  
*Campbell's*  
CREAM OF  
CELERY SOUP

Crisp garden celery,  
extra-heavy whipping  
cream... delicious!

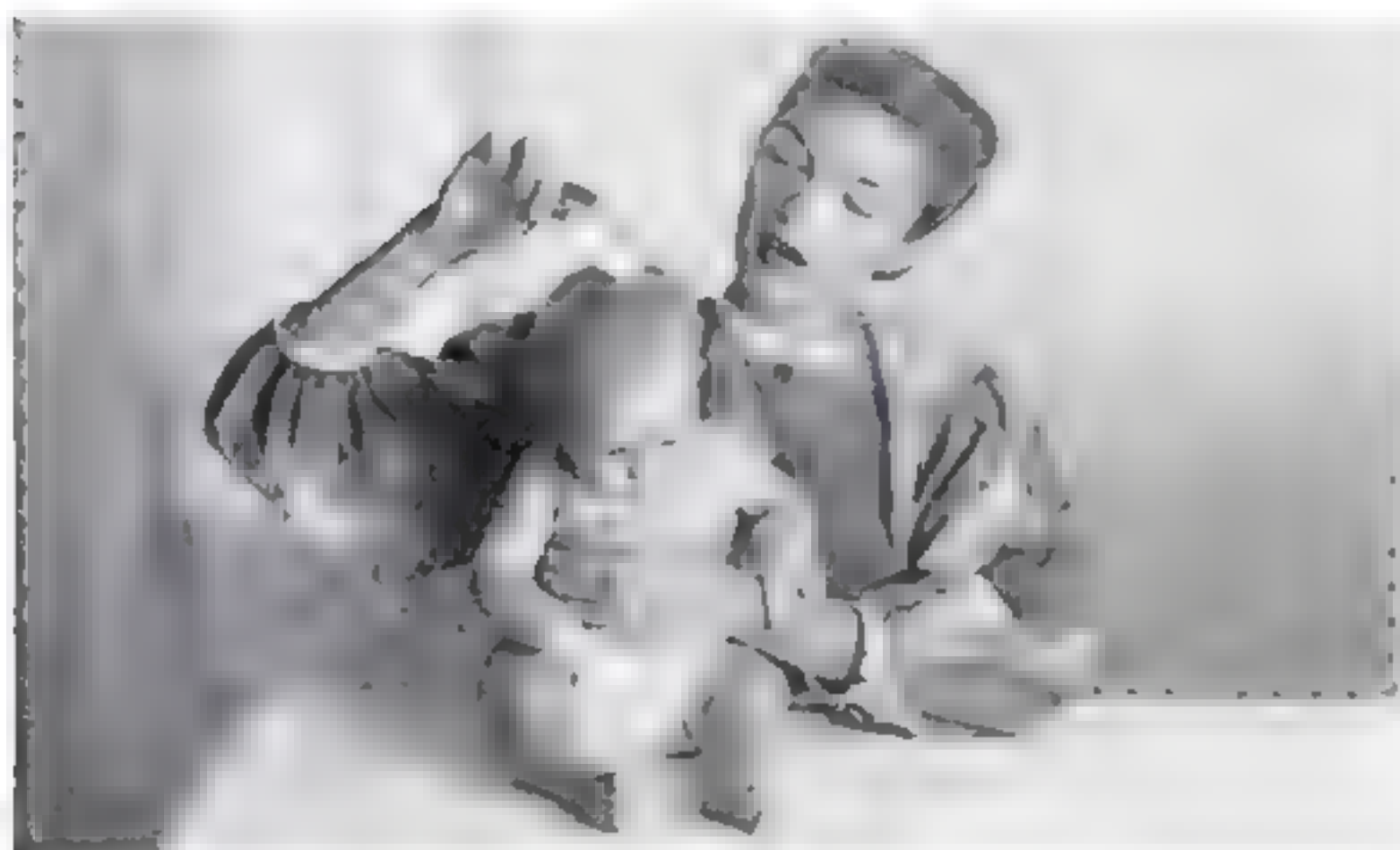






From the top of his head to his ten little toes, your baby's skin needs your loving care. Everything that touches that tender skin must be whisper soft, gentle as your own caress. His skin actually is thinner than yours, you know. Skin studies show it might chafe more easily, become irritated sooner.

## Guard his thinner skin with care



More and more mothers find in ScotTissue the ideal combination of "tender skin" qualities. You too will discover that it is the perfect choice for the whole family. You get not 650 or 750 smaller sheets as in so many other rolls, but in ScotTissue you get a roll of 1,000 generous size sheets. "ScotTissue," "Soft as old linen," Reg. U.S. Pat. Off.



You change him often—to keep that thinner skin dry and comfy. It's important, too, when choosing his bathroom tissue to check for 3 "tender skin" qualities. "Old linen" softness that doesn't chafe. Instant-quick absorbency for clean cleansing. The right strength to resist tearing or shredding.



## 1000 Generous Size Sheets—"Soft as old Linen"



# HOW WOULD YOU put a glass of



**JAMES A. MICHENER** has pre-empted author's rights to the South Pacific Islands much as Rudyard Kipling once took over India. The Michener claim was staked with his Pulitzer Prize-winning *Tales of the South Pacific*, followed by *Return to Paradise* and *Voice of Asia*. Behind him is the famous Tahitian Landscape painted by Paul Gauguin in 1891.



**NOW**



# Clean Your Rugs At Home

*Dry... Ready to walk on...*

**In Minutes**



with **AMAZING**  
**GLAMORENE**  
CARPET CLEANER

**Perfect for... Instant Spot Removal  
and Complete Carpet Cleaning**



Large economy size cleans approximately four 9 x 12 rugs for less than one dollar a rug. Regular size cleans approximately two 9 x 12 rugs.

Sold in Canada as "Lamorene."  
Manufactured and distributed by G. H. Wood & Company, Ltd.

If Glamorene is not yet available at your local dealer, write for name of nearest supplier.



Look for the York Seal on the Glamorene Label — your protection against inferior substitutes.

Glamorene instantly removes spilled beverage stains—food soils—grease—gum—crayon—tar—and stubborn soils. Not a soap or foam—dustless. Prevents shrinkage. Won't cause mildew. Nothing to add or mix.

Ready for instant use. Enlivens and brightens the most soiled carpets... and for less than one cent per square foot. Glamorene can be purchased at all department, hardware and rug stores.

U. S. PAT. NO. 2,394,808



SPRINKLE ON



EASILY APPLIED



VACUUM OFF... CARPET'S CLEAN



Specially developed Glamorene Long-Handled Rug Brush insures perfect results — only \$1.25.

JERCLAYDON, INC., MIAMI BEACH, FLORIDA



# RCA VICTOR brings you a new kind of television

## Super Sets with "Picture Power"

Only RCA Victor gives you new Super Sets—revolutionary receivers with *extra* power for top performance even in difficult reception areas.

You get record-breaking performance, today! City or country, the clearest, strongest pictures possible. Here's why:

- A reserve of power—"PICTURE POWER"—goes into action automatically when it's needed.
- Television's first DOUBLE-shielded tuner and a completely shielded chassis screen out interference.

The super-television of tomorrow! Super Sets are easily adapted for UHF without sacrificing reception from existing stations.

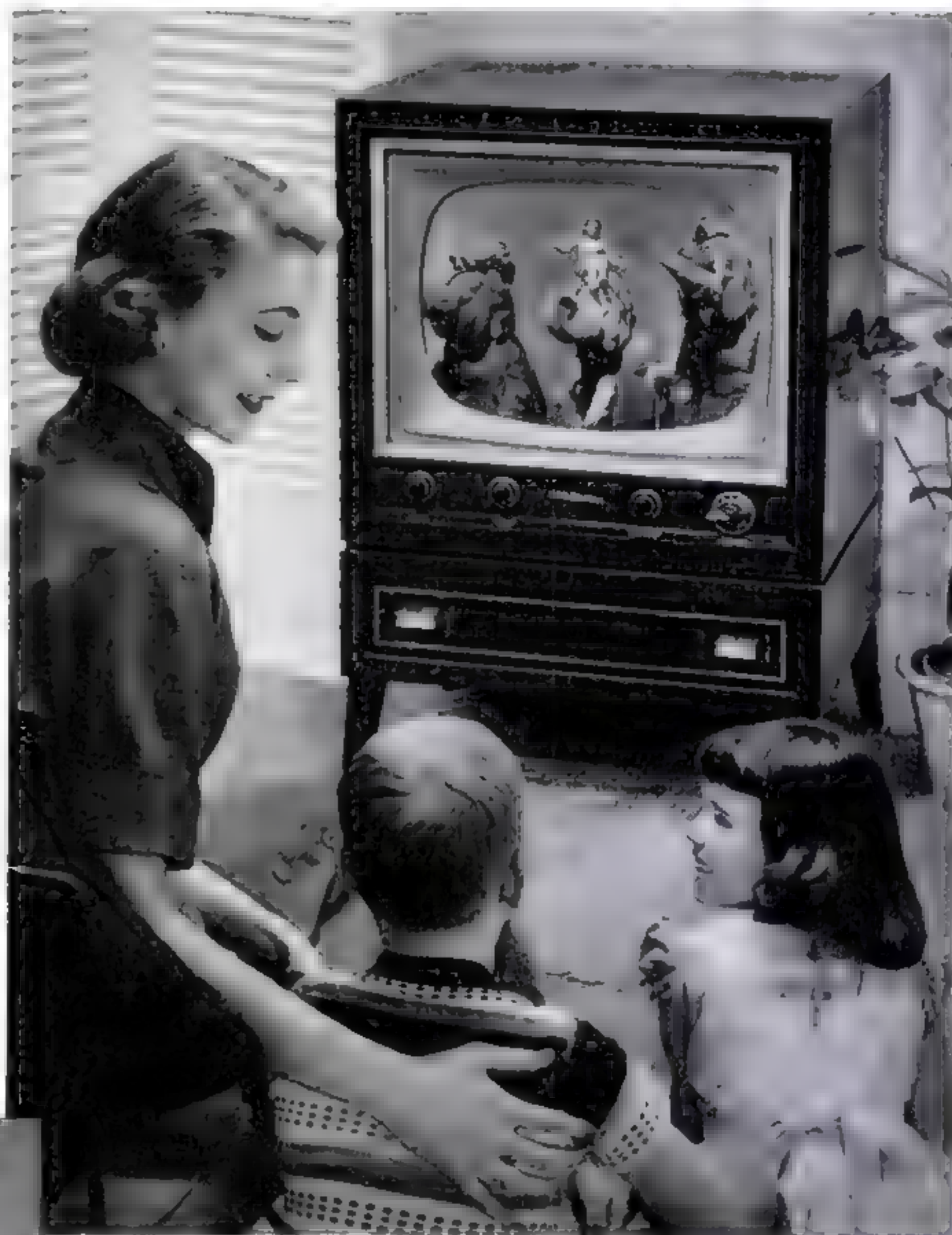
Television's finest tone! "Golden Throat" tone system with 3-way tone control and phono-jack for attaching record changer.

Authentic styling! Generous, well-proportioned cabinets—30 different styles and finishes.

The ONLY nation-wide Factory-Service! RCA's own Service Company with its own factory-trained employees offers the most dependable service in the television industry, and only RCA Victor owners can buy it.

No "extras" to pay! Price includes Federal Tax and full-year picture tube warranty. No extra charge for mahogany finish. And prices start as low as \$229.95.

Television's greatest value! Designed and built to set new high standards for the industry. You can pay less but you won't get RCA Victor quality.



The RCA Victor Selfridge Ensemble. Big, 21-inch Super Set looks like a fine console, costs far less. Handsome wood table model in a choice of finishes, has a built-in antenna like all wood cabinet Super Sets. Model 21T159, \$379.50. (Price includes matching console base.)

Over \$6.00 worth of top RCA Victor "45" albums—yours at no extra cost when you buy this "Victrola" 45 Attachment, only \$16.75. Offer terminable without notice.



Prices shown are suggested list prices subject to change without notice and to Government Price Ceiling Regulations.

"Tune in" perfect weather with an RCA Room Air Conditioner.

All-time best seller! Every year since television was introduced more people have demanded and bought RCA Victor than any other make!



The RCA Victor Glenside Ensemble. Compact table set in fine grain finish has a phono-jack for record changer like all Super Sets. Model 17T151, \$279.95. (Price includes matching console base.)

# RCA VICTOR

Talks ©

DIVISION OF RADIO CORPORATION OF AMERICA

World Leader in Radio...First in Recorded Music...First in Television





**HAPPY CHEWER** Cabino Tito, shreds of coca leaves on his lips, gyrates through the flag-lined streets of Huancané during the celebration of Corpus Christi, a

religious festival. He has been chewing coca and drinking raw cane alcohol at the same time, a combination which drives an Indian into a state of ecstatic frenzy.





WATERY STRIP TEASE TAKES PLACE IN TANK AT BANQUET AS GIRL SWIMS OUT OF ORLON-WOOL DRESS



AFTER WASHING, Orlon and wool skirt (left) still has every pleat in place, but the ordinary wool

skirt (right) is shapeless. New fabric need be ironed only occasionally after many washings and wearings.

## FANFARE FOR A NEW FABRIC

Synthetic gets a \$100,000 party

Orlon, the latest textile test-tube wonder, hit the fashion world with an impressive and expensive splash. At a \$100,000 banquet in the grand ballroom of The Waldorf-Astoria pleated half-wool, half-Orlon skirts and dresses were rumpled, twisted, washed and, in an underwater strip-tease act, publicly removed without losing the sharp edge of a single pleat. For U.S. women the sturdy, washable fabric may be the best news since the nylon stocking. For Deering, Milliken & Co., Inc., which manufactures an Orlon-wool fabric, the Waldorf party was only the first costly step in the biggest promotion campaign the trade has ever seen.

Developed by the Du Pont laboratories after eight years and \$25 million in research, Orlon is derived from coal, water, air, petroleum, limestone and natural gases. Deering, Milliken, which buys 50% of Du Pont's entire Orlon output, expects dresses of its "Lorette" fabric to be on sale by the end of June for as little as \$25.

CONTINUED ON PAGE 143





You can color-style a room for only a few dollars with easy-to-apply SUPER KEM-TONE and KEM-GLO.

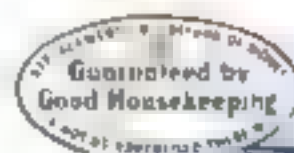
## Sunset Rose

a color fashion with a future in

# Super Kem-Tone

Rich, heart-warming Sunset Rose for walls that create a friendly background for your furniture. It's one of the glorious new SUPER KEM-TONE colors. It's so easy to apply . . . dries so quickly, too . . . a "new" room in a day. Lovely pastels, high-fashion deep tones and rich "in-between" shades . . . you'll find just the colors you desire in this amazingly durable, washable paint. Also, matching colors for woodwork in KEM-GLO Lustre Enamel. If you wish, we will recommend a reliable painting contractor.

AT LEADING PAINT, HARDWARE, LUMBER AND DEPARTMENT STORES EVERYWHERE



\$1.65 QT. \$5.19 GAL.

DEEP COLORS SLIGHTLY HIGHER

**NO THINNING . . . JUST STIR AND APPLY**

**SUPER KEM-TONE is Guaranteed\* Washable or your money back by seven leading paint companies . . .**

Acme Quality Paints, Inc., Detroit  
W. W. Lawrence & Co., Pittsburgh  
The Lowe Brothers Co., Dayton  
The Sherwin-Williams Co., Cleveland

**Hundreds of Color Schemes in the SUPER KEM-TONE COLOR ALBUM**

Sunset Rose with Horizon Blue and Golden Yellow! That's only one of 720 different color schemes created by experts and shown, at a glance, in this Color Album. It makes it easy for you to choose colors for walls, floor and furnishings, sure of perfect harmony. Your dealer will show it to you.

**\*GUARANTEED WASHABLE**

After it is thoroughly dried, tests show SUPER KEM-TONE will withstand repeated washings with usual household cleaners without losing its beauty. Dust, grime, grease, even crayon marks wash off easily.



## Kem-Tone

**Top Value in Thrifty Home Beauty**

The oil paint that mixes with water, is easy to apply over any wall surface, dries in an hour to a lovely flat matte finish. Amazingly economical, one gallon thinned with two quarts of water makes a gallon and a half of paint, ready to apply, at only \$2.73 a gallon.

\$1.39 QUART \$4.10 GALLON (in quart form)

## KEM-GLO

**Looks and Washes Like Baked Enamel**

The miracle lustre enamel for kitchens, bathrooms, all woodwork, indoor and outdoor furniture. One coat covers most surfaces, dries in 3 hours to a durable finish that washes as easily as your refrigerator. Even boiling water won't hurt its beautiful finish. Colors match SUPER KEM-TONE colors!

\$1.45 PINT \$2.49 QUART \$8.35 GALLON





# It will pay you to **compare** whiskies before you choose!

**Taste is the test of whiskey, so...**

**Be your own whiskey expert!** Let your own taste discover the distinct difference between whiskies.

In just 60 seconds, you can learn which whiskey is smoother, mellower . . . free from bite, burn or sting. So compare Calvert Reserve with any other whiskey, regardless of price or type.

**HERE'S HOW TO MAKE THE TEST:** Have  $\frac{1}{2}$  oz. of Calvert put in a glass, and the same amount of any other whiskey in another—without knowing which is which.

Sniff one brand for *aroma*. Taste it critically for *smoothness*. Swallow carefully to judge its freedom from harshness. Then test the other whiskey in the same analytical way and pick the one that really tastes better to you.

We feel sure you will pick Calvert, because it is blended to a *smoother, mellower* taste determined by a "Consumer Jury" of thousands of folks like you.

But if you still prefer another brand, stick with it. *Fair enough?*

It's smart  
to switch to  
**Calvert**



## Calvert Challenges Comparison

**with any whiskey... at any price!**

*Compare smoothness!*

*Compare mellowness!*

*Compare freedom from bite!*







**MODELS TAKE OFF** their pleated dresses of ordinary wool (left) and Orlon-wool fabric (right), then put them in washing machine for testing.



**WASHING TEST** put two dresses through machine. Clothes made of new fabric can be washed by hand or machine with the rest of laundry.



**MODELS PUT ON** freshly laundered dresses, and only the Orlon-wool dress (right) retains pleats—as does the washed Orlon-wool skirt model is holding.



**BRIGHTER SHINES**

**1/2 THE RUBBING**

**WITH KIWI**

**SHOE POLISH**

**SURVEYS PROVE**

**MARINES PREFER KIWI 38 to 1**

• Covers Scuff Marks! • Gives Shoes Richer Color!

Nobody knows a quality shoe shine better than a Marine! And in independent surveys Marines preferred KIWI 38 to 1 over the second brand. Try KIWI yourself and see why!

Ask any Serviceman... Soldier, Sailor, Marine

**KIWI**

(Kee-Wee)

**Shoe Polish**

- BLACK • TAN
- BROWN • BLUE
- DARK TAN • MID-TAN
- OXBLOOD • MAHOGANY
- CORDOVAN • NEUTRAL



**NAUSEA**

due to travel motion, relieved with the aid of

Helps to quiet the nervous system

THE WORLD OVER



**Eyes tired?**

two drops

**QUICK RELIEF**

In the twinkling of an eye, Murine brings blessed relief to eyes tired from overwork or exposure to sun, wind or dust. Use Murine as often as you wish. Its seven tested ingredients cleanse and soothe your eyes as gently as a tear. So learn to keep it handy always, because Murine makes your eyes feel good!

**MURINE**  
for your eyes



**Tek**  
Cleans Better

**29¢**

with plastic travel case



# A POLICY OF BOLDNESS

THE REPUBLICANS' FOREIGN AFFAIRS EXPERT SHOWS THAT NEITHER ARMS NOR MONEY ALONE—BUT ONLY WISE, PATIENT PLANNING—CAN WIN PEACE

by JOHN FOSTER DULLES

**S**OVIET Communism confronts our nation with its gravest peril. To meet its long-term strategy of encirclement and strangulation, we have adopted a series of emergency measures which are fantastically costly not only in money but in their warping of our American way of life.

No one would begrudge the cost of what we are doing if, in fact, it was adequate and was ending the peril, and if there was no better way. Actually, our policies are *inadequate* in scope. They are *not* ending the peril. There is a better way.

## II

THE costs of our present policies are perilously high in money, in freedom and in friendships.

The Administration's "security policies" would this year cost us, in money, about 60 billion, of which about 99% goes for military purposes and for equipment (which will quickly become obsolete and demand replacement indefinitely). Such gigantic expenditures unbalance our budget and require taxes so heavy that they discourage incentive. They so cheapen the dollar that savings, pensions and Social Security reserves have already lost much of their value.

What is worse, this concentration on military matters is—to use George Washington's words—"inauspicious to liberty." It leads to encroachments on civil rights and transfers from the civilian to the military decisions which profoundly affect our domestic life and our foreign relations.

We are also rapidly expending our friendships and prestige in the world. Increasing numbers turn away from our policies as too militaristic, too costly, too erratic and too inconclusive for them to follow. Our far-flung, extravagant and surreptitious military projects are frightening many who feel that we are conducting a private feud with Russia, which may endanger them, rather than performing a public service for peace.

All these are, indeed, perilously high costs.

There are times when nations have to pay such costs to win a victory and end a peril. We know that from the last two World Wars. But today our policies are not designed to win a victory conclusively.

If you will think back over the past six years, you will see that our policies have largely involved emergency action to try to "contain" Soviet Communism by checking it here or blocking it there. We are not working, sacrificing and spending in order to be able to live *without* this peril—but to be able to live *with* it, presumably forever.

Early in 1947 Mr. Truman announced, under emergency conditions, the so-called "Truman Doctrine" to save Greece and Turkey.

Later in 1947 we provided emergency economic aid to France and Italy to meet violent Communist subversion in these countries. This was the first instalment of the Marshall Plan which was further developed in 1948 to meet Soviet political warfare in Europe.

Later in 1948 we negotiated the North Atlantic Treaty to meet what some thought was an imminent Soviet military threat to Western Europe.

In 1949 we hurriedly inaugurated a Military Assistance Program to give the Western European countries some arms.

In June 1950 we responded hastily to the North Korean attack upon the Republic of Korea, and we then plunged into a vast armament program for ourselves and for our Western allies.

In all these matters our actions were merely reactions to some of the many Soviet threats. As such, they have been reasonably successful. But that is only a small part of the story. Since 1945, when World War II fighting ended, the Soviet Communists have won control over

all or parts of 12 countries in Asia and Central Europe with populations of about 600 million. Their mood today is one of triumphant expectancy: "Which will be the next addition to our camp?" The free world is full of foreboding: "Which of us will be the next victim?"

Our present negative policies will never end the type of sustained offensive which Soviet Communism is mounting; they will never end the peril nor bring relief from the exertions which devour our economic, political and moral vitals. Ours are treadmill policies which, at best, might perhaps keep us in the same place until we drop exhausted.

As former Ambassador Minocher R. Masani of India recently put the matter tersely: "Defenses seem constantly improvised—a hole plugged here, a leak stopped there. . . . Clearly, mere containment is no longer enough." The ambassador added to his reproach by recalling that of Demosthenes, addressed to the Athenians in 351 B.C.:

Shame on you, Athenians . . . for not wishing to understand that in war one must not allow oneself to be at the command of events, but to forestall them. . . . You make war against Philip like a barbarian when he wrestles. . . . If you hear that Philip has attacked in the Chersonese, you send help there; if he is at Thermopylae, you run there; and if he turns aside you follow him to right and left, as if you were acting on his orders. Never a fixed plan, never any precautions; you wait for bad news before you act.

## III

WHERE do we go from here?

A nation with our resourcefulness should be able to devise better policies. But we cannot take it for granted that better policies will automatically result from a change of Administration. Conceivably policies could be worse rather than better.

In Korea, for all our failure to deter attack, we did respond nobly when the attack came. President Truman's decision that the United States should go to the defense of the Korean Republic was courageous, righteous and in the national interest.

In Europe, thanks in great part to the commanding presence of General Eisenhower, we are promoting a defense community with political and military unity.

In Japan, General MacArthur's loftily conceived occupation policies provided the foundation for a good peace, and we added sound security arrangements with Japan, Australia, New Zealand and the Philippines.

There are a few Republicans—and some Democrats—who would turn their backs on all the world's problems and wrap the United States in some magically "impregnable" isolation.

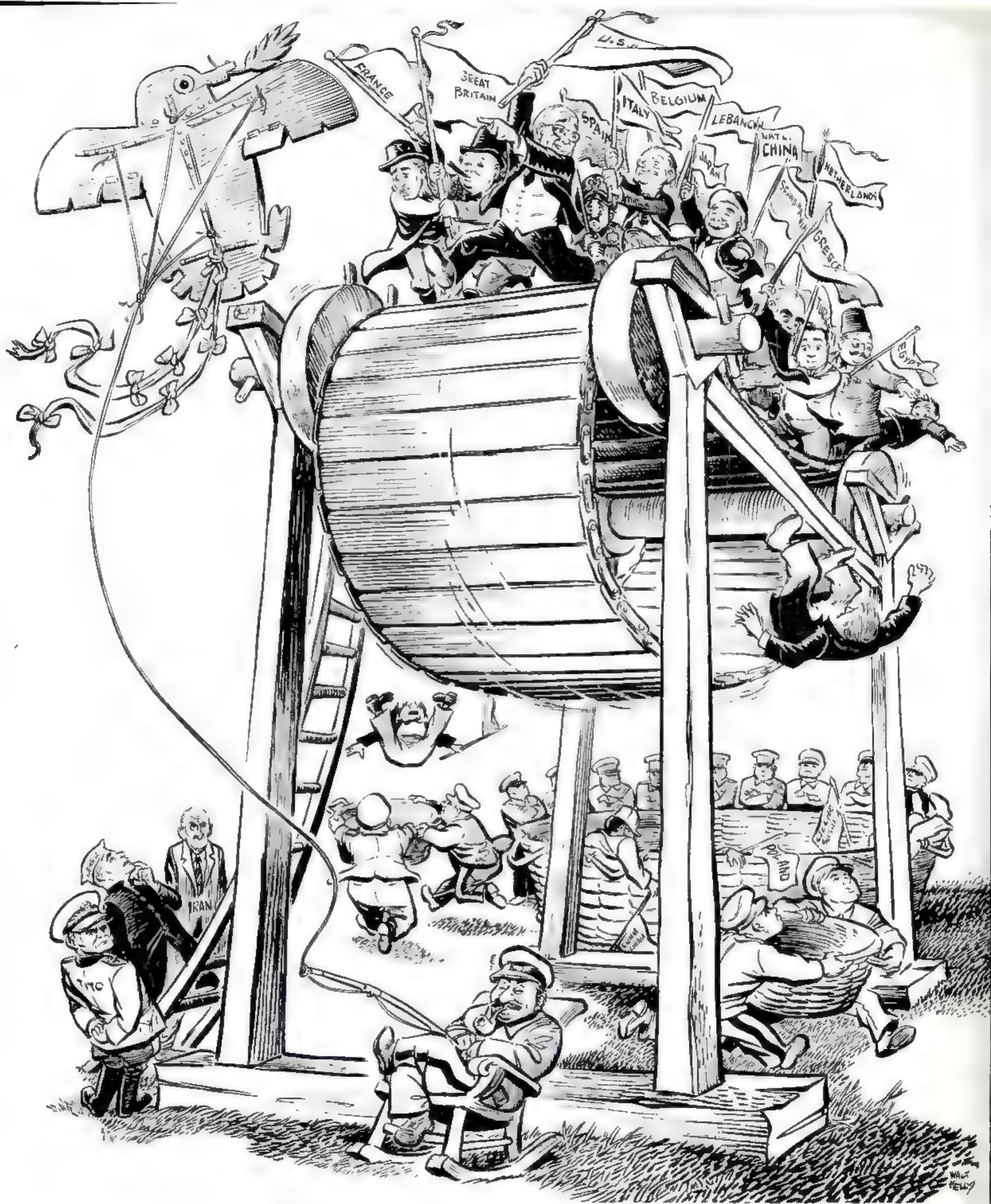
Such policies would really give 100% cooperation to the Soviet Communist effort to encircle and isolate us, as a preliminary to a final assault. Once Asia, Europe, Africa and probably South America were consolidated against us, our plight would be desperate.

The mere fact that such a retreat is seriously discussed shows that the frustration of past hopes is inducing a somewhat morbid state of mind which minimizes our assets pathetically and exaggerates those of Soviet Communism ludicrously. It assumes we are *lacking* strength rather than that we are *misusing* it.

Looked at in any impartial way, we are the world's greatest and strongest power. The only commodity in which we seem deficient is faith. In all material things we have a productivity far exceeding that of Russia: our steel production is about three and one half times that of the Soviet Union, and in aluminum, petroleum and electric power our superiority is even greater. Our people have a standard of edu-

CONTINUED ON PAGE 148





#### OUR TREADMILL FOREIGN POLICY. A CARTOONIST'S VIEW

Mr. Dulles' description of U.S. foreign policy as a treadmill inspired cartoonist Walt Kelly, creator of the comic strip *Pogo* (LIFE, May 12), to draw his impression of it. The West is on a treadmill, galloping after peace. The desire for peace

is real but the dove Stalin sends up is a lure intended to confuse us. Some nations can keep up with us; but others tumble off, some into the Communist baskets. Meanwhile self-styled "neutrals" regard the treadmill with little enthusiasm.



**COOLS MY FACE IN SECONDS...**

**...SOOTHES MY FACE FOR HOURS!**

**BIG 5-0Z SIZE \$1.00**  
also deluxe \$1.00 SIZE all plus federal tax

## Get More After-Shave Comfort With Palmolive After-Shave Lotion

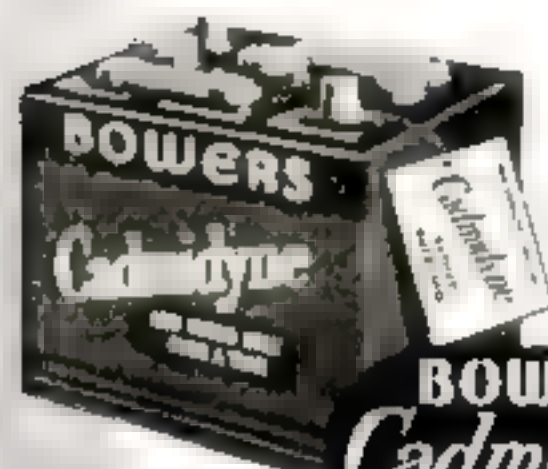
Refreshing, invigorating—new Palmolive After Shave Lotion cools in seconds... takes the sting out of the closest shave... contains a special emollient ingredient that soothes your skin for hours! And you'll go for its brisk, masculine aroma.



It's A Great Underarm Deodorant, Too!

NO MORE NUISANCE • NO MORE WORRY

**ADD WATER ONLY ONCE A YEAR\***



**BOWERS Cadmidyne BATTERY**

\* Under normal car use

Guaranteed in writing 27 months or 27,000 miles!

BOWERS Battery & Spark Plug Co. • Reading, Pa.

Whenever you write to LIFE about your subscription

Be sure you've included your postal zone number!



**A GOOD POINT TO REMEMBER!**

**SAFTHEED THUMB TACK**



GUARANTEE! PIN CAN'T PASS THROUGH THE HEAD

"With the lungs, Crudney... not with that Westinghouse Fan."



YOU CAN BE SURE...IF IT'S Westinghouse

## FOREIGN POLICY CONTINUED

cation, an inventive talent and a technical skill unmatched by any of the peoples under Soviet rule.

On the Soviet side a dozen people in the Kremlin are attempting to rule 800 million human beings—while trying to conquer more. All except a privileged few work under conditions which sternly deny them the "pursuit of happiness." Within Russia itself the discontent can be judged by the 15 million prisoners in forced labor camps—more than twice the membership of the Soviet Communist party. Even the leaders are suspicious of each other as each wonders whether the other plots his purge.

In satellite countries, such as Poland and Czechoslovakia, the situation is worse, because there it is aggravated by the repression of patriotism. Leaders in the Czech Communist party have been liquidated one after another. In China the party tries to frighten the people into subjection by staging wholesale public executions.

All of this reflects not strength but weakness. The "dictatorship of the proletariat" is like other tyrannies that went before.



No one has a broader bipartisan understanding of U.S. foreign policy than John Foster Dulles, both the foremost Republican spokesman on the subject and until recently consultant to the Democratic Secretary of State. No mere theorist, he is also an expert working diplomat—as delegate to the U.N., member of countless international conferences and the one man chiefly responsible for the Japanese Peace Treaty. A fortnight ago he went off to his Lake Ontario island, donned old fishing clothes (left) and wrote this article for LIFE.

They may present a formidable exterior, but they are "like unto whited sepulchres, which indeed appear beautiful outward, but are within full of dead men's bones and of all uncleanness."

The free should not be numbed by the sight of this vast graveyard of human liberties. It is the despots who should feel haunted. They, not we, should fear the future.

## IV

AS we stop fretting and start thinking, the first problem to tackle is the strictly military one. It comes in the form of a paradox: for we must seek a military formula more effective than any devised to date—that we may no longer be so overwhelmingly preoccupied with purely military necessity.

The dimensions of the problem are plain: at least 3,000,000 Soviet soldiers regularly under arms, another 3,000,000 to 4,000,000 in the Chinese Red armies. These forces, poised in a central area, could strike with massive power east, south or west at any one of more than 20 nations along the 20,000-mile boundary which runs from near Alaska down by Japan, through East Asia and South Asia, along the Middle and Near East to Europe and up through Central Europe to the North Cape. By the very existence of this dangerous menace, free governments are intimidated; creative effort is paralyzed and local Communist parties can exploit mass fear of the Red armies' advance. Thus do these armies serve as a savagely effective political weapon.

Our military program, vast as it is, falls far short of meeting this threat. In Western Continental Europe, there is an intelligent effort to build a defense community which could develop the strength to check on the spot such a military offensive as Soviet Russia could launch. This would be a historic accomplishment. But justifiable enthusiasm to attain it must not blind us to the fact that even the line thus made defensible would be only 500 of the 20,000 miles which is the length of the free world's frontier with the Soviet world.

Those who think only of Western Europe and of making it "impregnable"—without regard to the Near, Middle and Far East and Africa—are just as blind as those who think only of the United States and of making it "impregnable." Policies that do not defend freedom in Asia are fatally defective.

How do we defend it? Obviously, we cannot build a 20,000-mile

CONTINUED ON PAGE 121



# CLINTON ENGINES

You'll be glad if you get a  
**CLINTON ENGINE**  
on your lawnmower, garden  
tractor or other power equipment

*Just take these four steps  
to Engine Happiness...*

When you see that famed  
Clinton Emblem, make a bee-line for  
it. That's the power equipment you're  
after.



**TRY IT!**

Let them show you how  
quickly it starts, and then listen to its  
smooth, powerful purr.



**BUY IT!**

Take out your wallet  
with full confidence that you've got  
the best power value money can buy.



**ENJOY IT!**

Put your Clinton to  
work and enjoy its year-in year-out  
dependable performance.

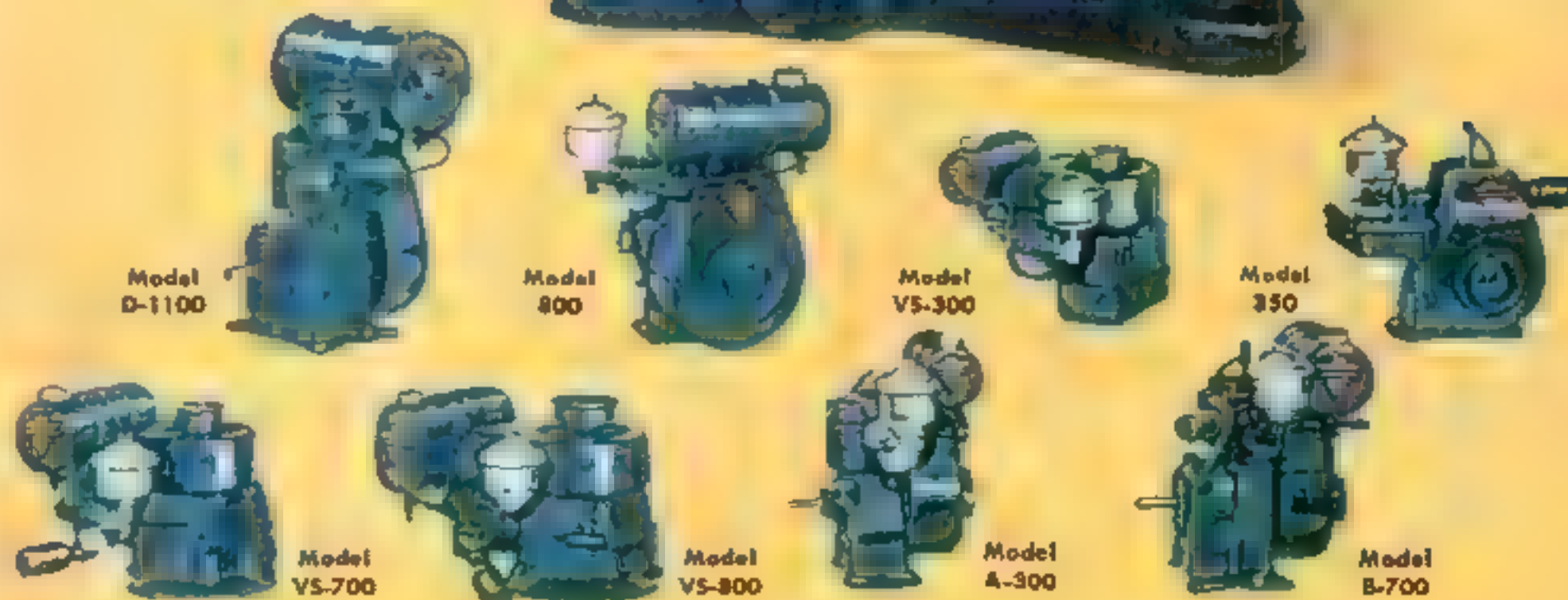


**FREE ENGINE CHECK-UP**

*Always Available to every  
Clinton Owner at nearest  
Authorized Service Station.*

Compression, carburetion, and ignition  
checked **ABSOLUTELY FREE!**  
Write for List of Authorized Service  
Stations. You'll find one of our  
3,000 Stations near you.

**CLINTON MACHINE CO.**  
MAQUOKETA, IOWA



**World's Quickest-Starting Most Reliable Small Gasoline Engines**  
**SERVICE AND PARTS EVERYWHERE**



# Carnation grants you **Two Big Wishes**

*that won't come true with any other form of milk*

## HIGHER, LIGHTER **SHORTCAKES**

**1**

(Makes 6 shortcakes)

1/4 cup butter	1 1/2 teaspoons double-acting
1/2 cup sugar	baking powder
1/2 teaspoon salt	1/4 cup undiluted Carnation
1 egg	2 tablespoons water
1 cup sifted cake flour	1/2 teaspoon lemon flavoring

Blend butter, sugar, salt and egg together. Add half dry ingredients; beat well. Add Carnation, water and lemon flavoring; blend thoroughly. Add remaining dry ingredients. Beat until smooth (about 1 minute). Rub medium muffin pans with butter; dust with flour. Fill two-thirds full of batter. Bake in moderately hot oven (400° F.) about 20 minutes. Cool. Split in half. Add sweetened strawberries and whipped topping.

## **2** INEXPENSIVE **WHIPPED TOPPING**

(Makes 8 servings)

1 cup undiluted Carnation	2 tablespoons lemon juice
Evaporated Milk	Sugar

Chill Carnation in refrigerator tray until ice crystals form around edges of tray. Whip until foamy (about 1 minute). Add lemon juice and continue whipping until very stiff (about 2 minutes longer). Sweeten to taste.



**NOT JUST BY CHANCE** does Carnation give you *better* baking and cooking results. For Carnation is *made* for cooking. Unlike bottled milk, it is specially *heat-refined* to blend more efficiently with other recipe ingredients and to bring out the full flavor and quality of these ingredients.

**AND CARNATION** is concentrated to *double-richness*. Yes, you can even *whip* it. So it enriches foods like no other form of milk possibly can.

**SEE FOR YOURSELF** what a difference this richer, heat-refined milk makes in your cooking and baking. As a starter, try Carnation Shortcake with Whipped Topping tonight.

Carnation performs  
cooking miracles

**Not Possible  
with Any Other  
Form of Milk**

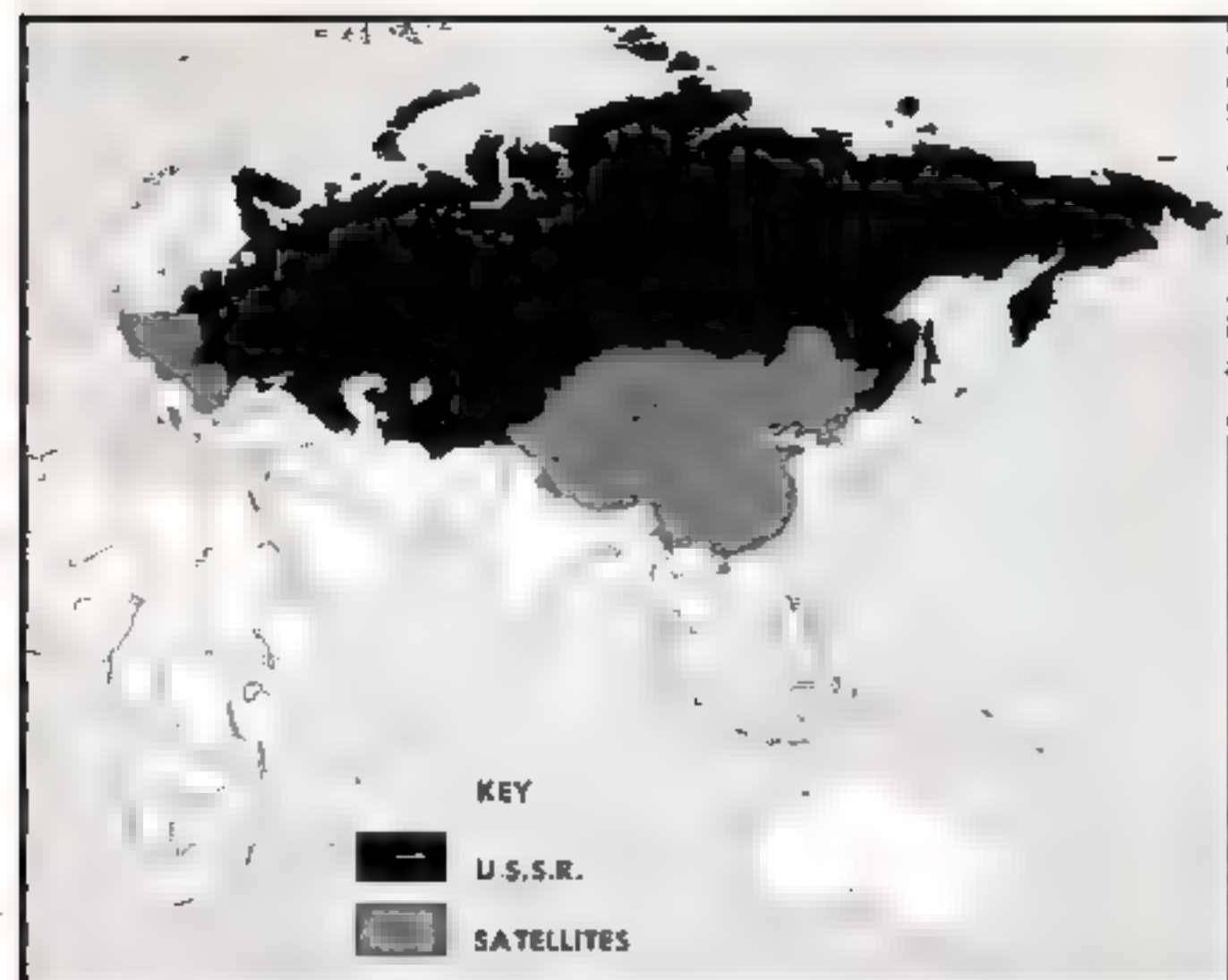


"from  
Contented  
Cows"

ENJOY TWO GREAT SHOWS: On TV—Burns & Allen, CBS-TV, every other week; on radio—Stars over Hollywood, CBS, every Saturday.

Copyright, 1952, Carnation Co.





**SPREAD OF RUSSIAN TIDE** is shown in map of Europe and Asia. Since 1945 Kremlin has taken over all or part of 12 nations, including neighbors like Poland and Balkan countries, others as remote as northernmost Indo-China.

## FOREIGN POLICY CONTINUED

Maginot Line or match the Red armies, man for man, gun for gun and tank for tank at any particular time or place their general staff selects. To attempt that would mean real strength nowhere and bankruptcy everywhere.

*There is one solution and only one: that is for the free world to develop the will and organize the means to retaliate instantly against open aggression by Red armies, so that, if it occurred anywhere, we could and would strike back where it hurts, by means of our choosing.*

The principle involved is as simple as that of our municipal police forces. We do not station armed guards at every house to stop aggressors—that would be economic suicide—but we deter potential aggressors by making it probable that if they aggress, they will lose in punishment more than they can gain by aggression.

By analogy the free world, for its common defense, needs community punishing power. It could consist of:

1) The creation, at whatever are the convenient places, of means to hit with shattering effectiveness the sources of power and lines of communication of the Sovietized world.

2) The determination in advance, by common consent given by constitutional and United Nations processes, that this power would be used instantly if, but only if, the Red armies of the Soviet Union or its satellites, including China, engage in open armed attack.

3) The continuous maintenance of observers along the frontiers enjoying protection, who would immediately report if such armed aggression occurred. The United Nations Peace Observation Commission, or some comparable body, could supply these observers.

Such a community punishing power could conclusively deter open armed aggression. To argue timidly that it would provoke such aggression is to ignore the facts. The plainest of these facts is that the Kremlin has not used its Red armies for open military conquest even in these past years when there were no military obstacles in their path. The truth is that there are sound reasons why the Soviet leaders have not used—and may not use—their armies in open aggression. These reasons are five:

1) Any government that makes open armed attack on another nation will make itself universally abhorred.

2) Until the West is weakened by closer encirclement, the Soviet Union should not risk a general war which the free nations could win thanks to their present industrial superiority.

3) Since the Red army is not a distinctively Communist organization, either in its leadership or in its ranks, the party leaders have always questioned its abiding loyalty to them—especially if ordered to wage aggressive war beyond Russian soil.

4) The Soviet leaders are interested in ability to digest others more than in ability merely to swallow them, and so they give priority to political rather than military methods.

5) The Politburo respects the power of U.S. atomic weapons to shatter Russia's fragile communications system and destroy its sources of oil, which are essential to a modern war machine. (Mr. Churchill calls these weapons "the supreme deterrents.")

The cumulative weight of these deterrents has proved great. It

CONTINUED ON NEXT PAGE



# Outperforms All Freezers Tested

## INDEPENDENT LABORATORY TESTS PROVE

**Amana Upright**  
 freezes food 2 to 4 times  
 faster than chest type  
 freezers.

- Freezes large quantities of food efficiently.
- Maintains zero temperatures with lower operating cost.

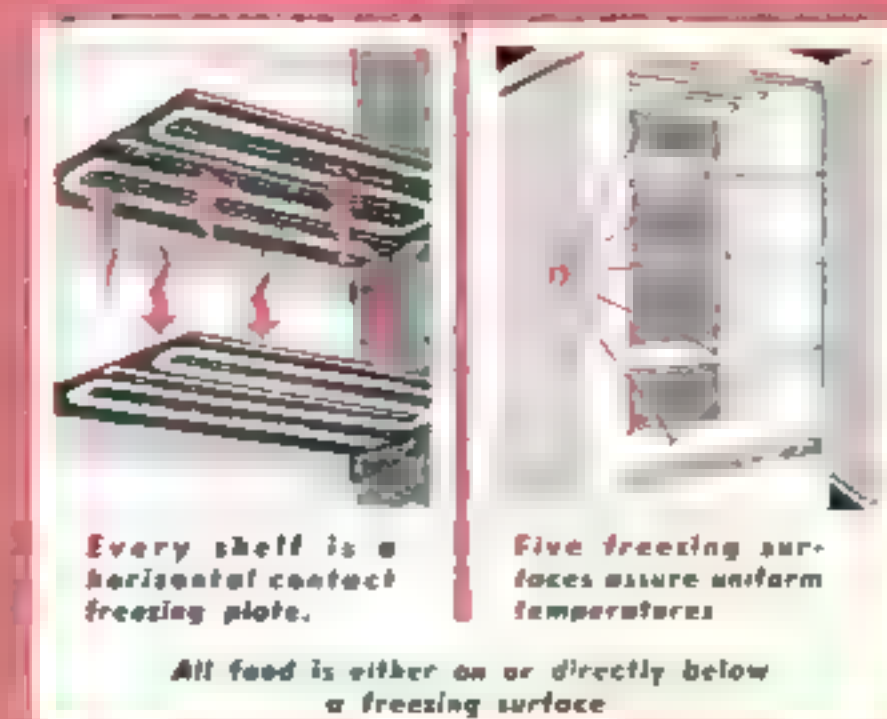
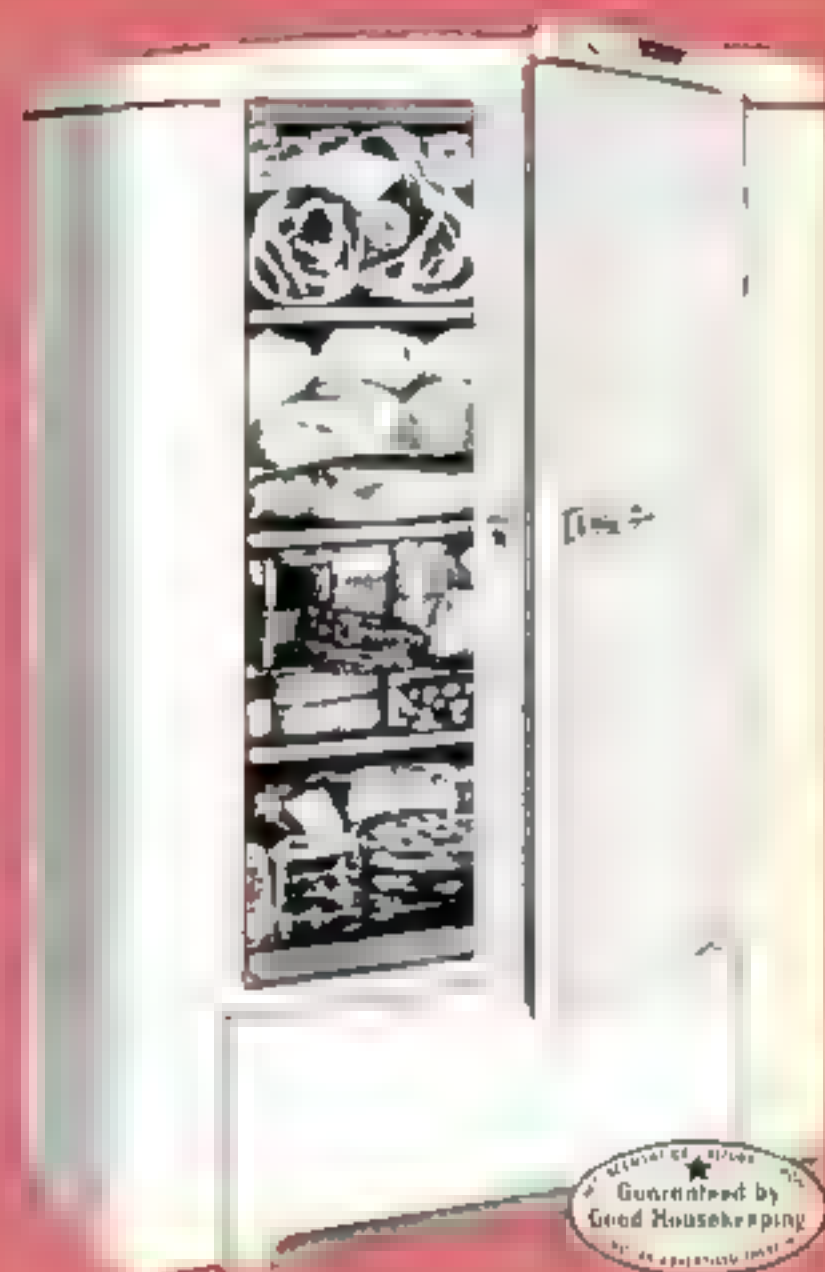
**Amana Upright**  
 keeps food  
 better than chest  
 type.

- Because Amana Upright freezes food 2 to 4 times faster than chest type freezers.

- Because Amana Upright brings food 3 to 6 times faster through "critical crystallization zone" (31°-25°).

**Amana Upright** brings you  
 greater freedom, convenience.

- Front opening door design makes all food easily visible . . . easily accessible . . . easily arranged in four compartments.
- Larger capacity in less floor space than chest type freezers.



Manufacturers of both Upright and Chest Type Food Freezers



Snug in  
the Pocket...  
but ready for  
INSTANT ACTION!



Patented

## the MEEKER 340 Billfold

This super-practical billfold nestles flat, neat and comfortable in your pocket. But you can whisk it out into instant use, no matter how much it's carrying. That's because the 340 has maximum capacity with minimum bulk, due to its unique, patented construction. Smartly fashioned in many rich, fine leathers, it's a beauty of a billfold, too. An ideal gift for those in the service. Various prices—at Dealers Everywhere.

The 340's Removable Pass Case holds 8 cards, licenses, snapshots, etc. Takes up less space and is easier to remove and show than those in ordinary billfolds. Can also be carried separately.

THE MEEKER COMPANY, Joplin, Mo.  
New York 347 Fifth Ave. • Chicago 36 S. State St.

**MEEKER**  
made  
Fine Leather Goods



COMMUNISM'S LIFELINES are being consolidated into one network, with standard gauge satellite roads being

converted to match Russia's broad gauge. This network, says Mr. Dulles, would make a logical target for retaliation.

### FOREIGN POLICY CONTINUED

could be made overwhelming by the creation of a community punishing force known to be ready and resolute to retaliate, in the event of any armed aggression, with weapons of its choosing against targets of its choosing at times of its choosing.

Today atomic energy, coupled with strategic air and sea power, provides the community of free nations with vast new possibilities of organizing a community power to stop open aggression before it starts and reduce, to the vanishing point, the risk of general war. So far these weapons are merely part of national arsenals for use in fighting general war when it has come. If that catastrophe occurs, it will be because we have allowed these new and awesome forces to become the ordinary killing tools of the soldier when, in the hands of the statesmen, they could serve as effective political weapons in defense of the peace.

This does not mean that old ways of defending the peace should be abandoned where they can still be efficacious. The United States should maintain a strong military force of a kind befitting our responsibilities. Western Europe, which has historically demonstrated great military power, should promptly redevelop that potential, if only to restore its own self-confidence and sense of self-respect. Everywhere free nations should have ability to resist attack from within so that they will dare to put up sturdy resistance to Communist inroads.

But these old methods are quite inadequate to match the 20,000-mile scope of the present military peril; and if we strain to make them adequate,

we shall succumb to the twin evils of militarism and bankruptcy. New methods of defense are needed to save the free nations from the dilemma, which present policies impose, of choosing between murder from without or suicide from within.

That is the enlightened and effective way to proceed. It is a way that we can afford to live with, and until there is effective international disarmament, it is the way we cannot afford to live without.

### V

ONCE the free world has established a military defense, it can undertake what has been too long delayed—a political offense.

It is ironic and wrong that we who believe in the boundless power of human freedom should so long have accepted a static political role. It is also ironic and wrong that we who so proudly profess regard for the spiritual should rely so utterly on material defenses while the avowed materialists have been waging a winning war with social ideas, stirring humanity everywhere.

There are three truths which we need to recall in these times:

1) The dynamic prevails over the static; the active over the passive. We were from the beginning a vigorous, confident people, born with a sense of destiny and of mission. That is why we have grown from a small and feeble nation to our present stature in the world.

2) Nonmaterial forces are more powerful than those that are merely material. Our dynamism has always been moral and intellectual rather than military or material. During most of our national

CONTINUED ON PAGE 154



"YOU'D NEVER KNOW OUR TV SET IS OVER 3 YEARS OLD!"...

● "When the original tube wore out, we had it replaced with a new G-E Aluminized Picture Tube," says Mrs. Caroline Quinkan, 238 North Tyson Ave., Floral Park, L.I., N.Y. "What a difference! Now our picture's better than new. Besides, we're protected by the General Electric registered Factory Tube Warranty." The extra performance and protection of the G-E Aluminized Tube add up to the best television investment you can make!



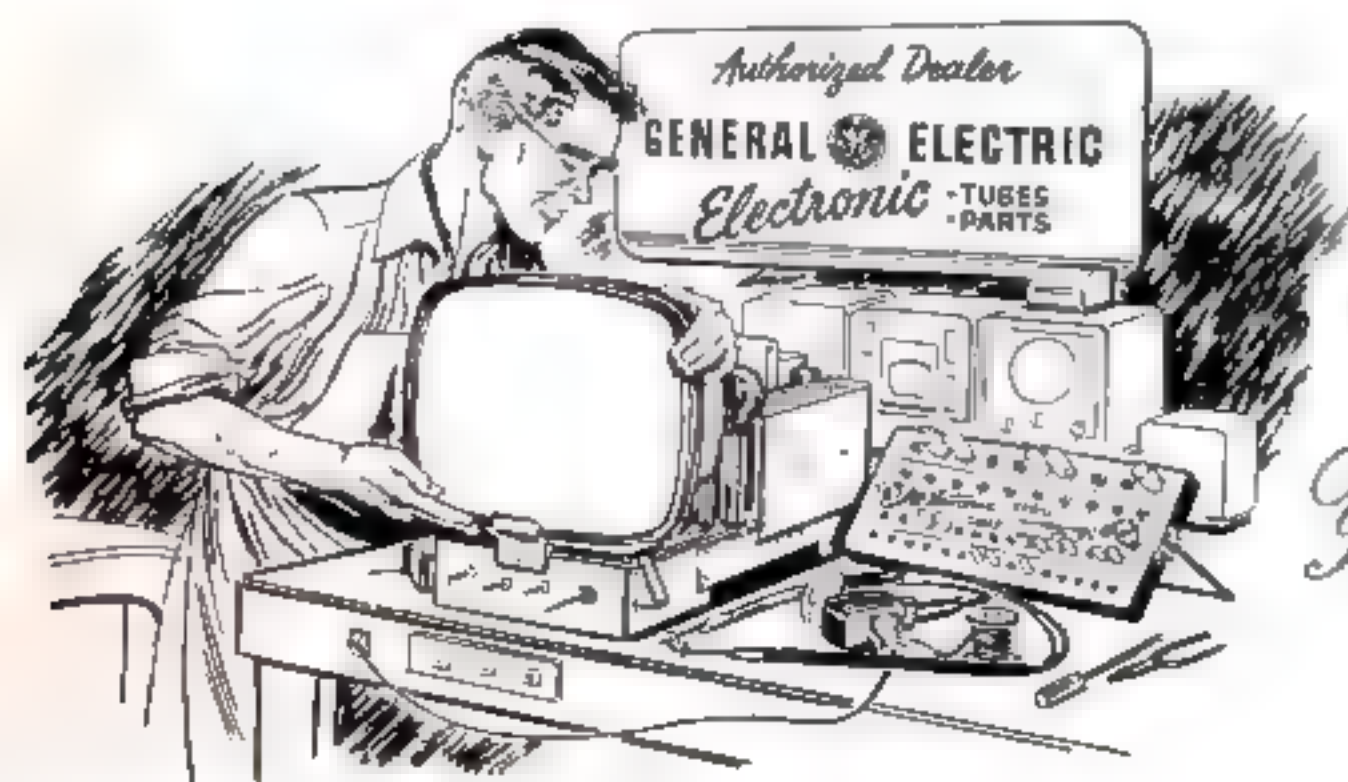
## G-E ALUMINIZED PICTURE TUBE MAKES OLD TV Better Than New!



ORDINARY TUBES often lack brightness *even when new*—give faded, hazy pictures like this. Reason: much of the light is released backward inside the tube. Not only is this light wasted, it actually degrades the picture—robs it of sharpness and detail. White areas of the picture have no sparkle—black areas gray down. Contrast is poor. Viewing is hard on the eyes.



THE G-E ALUMINIZED TUBE is radically different. There's a reflecting aluminized film behind the phosphor screen. This mirrors light toward the viewer, increases picture brightness up to 100%. White areas are more intense. No wasted light behind the black tones to make them dim and dull. Contrast is sharper. Clarity and detail vastly improved. Viewing is easy on the eyes.



NEW G-E ALUMINIZED TUBES are backed by registered Factory Warranty. Be sure you get this warranty certificate from your service dealer. Remember, no rebuilt picture tube can give the same permanent satisfaction! Always insist on G-E tubes for TV and Radio. They're the finest any set can have. Tube Department, General Electric Company, Schenectady 5, New York.

*You can put your confidence in...*

GENERAL  ELECTRIC

165-1A3



HOW WILL I EVER GET ALL THESE CANAPES MADE?

USE **UNDERWOOD'S**—QUICK, EASY—AND IT ALWAYS MAKES THE BIGGEST HIT!

**TIP:** No hurry-flurry for the smart hostess with Underwood's on hand. You'll be pleased to see how far each can will go. Combines deliciously with cheeses, mayonnaise and peanut butter, too!

**UNDERWOOD DEVILED HAM**

THE ORIGINAL...ALL FINE HAM...ZESTFULLY SEASONED  
For 87 years America's favorite spread



PATRASCANU  
ROMANIA



RAJK  
HUNGARY



GOMULKA  
POLAND



KOSTOV  
BULGARIA



CLEMENTIS  
CZECHOSLOVAKIA



SLANSKY  
CZECHOSLOVAKIA

**SIX FALL GUYS** among the many in Red satellite countries testify to the internal dissensions already weakening the Communist empire. Since World War II more than a third of the original satellite leadership has been purged. Important part of a new foreign policy would be to encourage such dissension.

### FOREIGN POLICY CONTINUED

life we had only a small military establishment and during the last century we had to borrow money abroad to develop our expanding economy. But we always generated political, social and industrial ideas and projected them abroad where they were more explosive than dynamite.

3) There is a moral or natural law not made by man which determines right and wrong and in the long run only those who conform to that law will escape disaster. This law has been trampled by the Soviet rulers, and for that violation they can and should be made to pay. This will happen when we ourselves keep faith with that law in our practical decisions of policy.

We should let these truths work in and through us. We should be *dynamic*, we should use *ideas* as weapons; and these ideas should conform to *moral* principles. That we do this is right, for it is the inevitable expression of a faith—and I am confident that we still do have a faith. But it is also expedient in defending ourselves against an aggressive, imperialistic despotism. For even the present lines will not hold unless our purpose goes beyond confining Soviet Communism within its present orbit.

Consider the situation of the 20-odd non-Western nations which are next door to the Soviet world. These exposed nations feel that they have been put in the "expendable" class, condemned in perpetuity to be the ramparts against which the angry waves of Soviet Communism will constantly hurl themselves. They are expected to live precariously, permanently barred from areas with which they normally should have trade, commerce and cultural relations. They cannot be enthusiastic about policies which would merely perpetuate so hazardous and uncomfortable a position. Today they live close to despair because the United States, the historic leader of the forces of freedom, seems dedicated to the negative policy of "containment" and "stalemate."

As a matter of fact, some highly competent work is being done, at one place or another, to promote liberation. Obviously such activities do not lend themselves to public exposition. But liberation from the yoke of Moscow will not occur for a very long time, and courage in neighboring lands will not be sustained, *unless the United States makes it publicly known that it wants and expects liberation to occur*. The mere statement of that wish and expectation would change, in an electrifying way, the mood of the captive peoples. It would put heavy new burdens on the jailers and create new opportunities for liberation.

Here are some specific acts which we could take:

1) We could make it clear, on the highest authority of the President and the Congress, that U.S. policy seeks as one of its peaceful goals the eventual restoration of genuine independence in the nations of Europe and Asia now dominated by Moscow, and that we will not be a party to any "deal" confirming the rule of Soviet despotism over the alien peoples which it now dominates.

2) We could welcome the creation in the free world of political

**THE WORLD'S MOST MODERN WATCH**

Here's the only self-winding watch you set and forget...forever! Only the Zodiac Autographic has the exclusive Reserve Power Gauge, tells at a glance how long your watch will run. Like the fuel gauge on your automobile.

Stainless steel \$71.50 Gold filled \$89.50 (Prices incl. Fed. Tax)  
Other Zodiac watches from \$42.50 to \$2,500.

17 jewels • water resistant • anti-magnetic sweep second hand • unbreakable crystal • available in cadmium dial

Write for free booklet: "What to look for when you buy a watch"

**Zodiac autographic**  
An Official Watch of Swiss Federal Railways

ZODIAC WATCH AGENCY • 521 FIFTH AVE., NEW YORK 17, N. Y.  
A Division of Edward Trauner, Inc. • Also Distributors of the World Famous Clebar Watch

CONTINUED ON PAGE 157



# GOOD THINGS YOU CAN'T SEE IN THE PICTURE

Lots of energy generators, plus  
the natural goodness of  
vitamin B<sub>6</sub>, niacin, iron, and



Snap!  
"snap!"  
Crackle!  
"crackle!"  
Pop!  
"pop!"

## CAN YOU TOP THIS?

A young friend of ours always heaps the berries to one side of his Rice Krispies. "Why," we asked, "Afraid they'll muffle the 'Snap! Crackle! Pop!' you get when the milk goes on?" (That's how KELLOGG'S RICE KRISPIES, "the talking cereal" tells you how good and crisp it is.) "Nope," he smiled, "I put the berries on the side because I don't think anything can top Rice Krispies!"

Rice Krispies® is a trademark (Reg. U.S. Pat. Off.) of Kellogg Company for its oven-toasted rice.





Picture Yourself getting  
**BACON AND EGGS IN 3 MINUTES!**  
*that's what WESTINGHOUSE Stop Watch Speed can do for You*



**STOP WATCH SPEED** is the star feature of this new Westinghouse electric range. Exclusive new Super Corox® is the fastest heating unit on the market ... gets all cooking off to a faster start.



**CLEANEST COOKING is ELECTRIC**, cooking, no smudge-smearred pans, no soot-stained walls or curtains. You'll love all the special "clean-easy" features of this new WESTINGHOUSE, too.



**FINEST BAKING.** You'll get perfect results every time in any rack position in the Westinghouse MIRACLE OVEN. Its ingenious new design and HeatGuard Seal are the secret.



**SUREST CONTROL.** Westinghouse Color-Glance Controls let you READ the heat-settings up close, let you SEE the glowing color signals from clear across the room.

See all the new Westinghouse Speed-Electric Ranges at your Westinghouse retailer's now. Westinghouse Electric Corporation, Mansfield, Ohio.

YOU CAN BE SURE...IF IT'S **Westinghouse**

See TV's Top Dramatic Show ... WESTINGHOUSE STUDIO ONE ... Every Week



Come to the **FREEDOM FAIR** now going on at Westinghouse retailers. Learn how to win new freedom from housemaking work and drudgery.



# AMERICA'S FAVORITE HAIR TONIC... NOW IN TUBES!

## DOUBLE HEADER BARGAIN!



GET THIS TUBE BARGAIN TODAY! ... LOOK YOUR BEST

WHEREVER YOU GO!

UNBREAKABLE... PERFECT FOR TRAVELING!

TAKE IT WITH YOU ON VACATION!

HANDY... AT THE BEACH OR GOLF CLUB!

IDEAL... FOR BOYS AT CAMP!

COMPACT... FOR MEN IN SERVICE

CONVENIENT... FOR OFFICE OR PLANT!

...in bottles



...or tubes



... "it's your hair's best friend!"



IN THE FACE OF WORLD TENSION, America is again working against time to build up her Air Power. It is not for us to say how much Air Power this country should have—that is for your military leaders to recommend and Congress to decide. We do, however, feel a responsibility to help you understand the vast complexity of modern aircraft manufacturing and operations. It is a massive war through which we are working and costs so much . . . and why America's security demands a long-range Air Power program in peacetime as well as war.



MILITARY HISTORY BEING MADE IN KOREA IN 1951 AS 936 BATTLE-EQUIPPED MARINES LAND AT FRONT LINES BY BIKORSKY HELICOPTERS

## YOUR MARINE CORPS IS TACKLING A LONG, HARD JOB— EXPANDING MARINE AVIATION

When Japan surrendered in 1945, United States Marine Corps aviation had 2,776 airplanes in service. Five years later, when war broke out in Korea, the number had dwindled to 687—all the Marines could afford to operate on their limited appropriations.

In the emergency the Marine air arm scrounged World War II aircraft and drew heavily upon its Reserves for manpower.

But, of course, these measures left it far short of required strength, for Marine aviation must perform a wide variety of assignments. Not only does it fly from both carriers and land bases, but close operation with ground troops has led the Marine

Corps to pioneer many revolutionary combat tactics.

For instance, Marine aviation has developed under fire a whole new technique of air-borne assault. As in the color illustration above Marines have seized key positions in difficult terrain by helicopter shuttle of battle-equipped companies of troops.

Marine aviation has also pioneered and brought to a high degree of skill close air support of ground troops. Few jobs in flying demand greater precision or more constant practice than this kind of coordinated air-ground assault. Pilots sometimes strafe and fire-bomb within 100 short yards of their ground troops! Training is so exacting that pilots often spend

months with ground units learning ground maneuvers.

Add to these tasks the operation of night fighters and reconnaissance planes . . . transports for logistic support . . . plus the need to train thousands of skilled air and ground crews . . . and you begin to see what a tremendously complicated job Marine aviation is tackling in just this one phase of Air Power.

To succeed, Marine Corps aviation must have public understanding of the time factors involved in Air Power expansion . . . and a recognition of the hard fact that Air Power must be consistently maintained in peace if it is to be relied upon to help prevent—or meet—the terrible emergency of war.

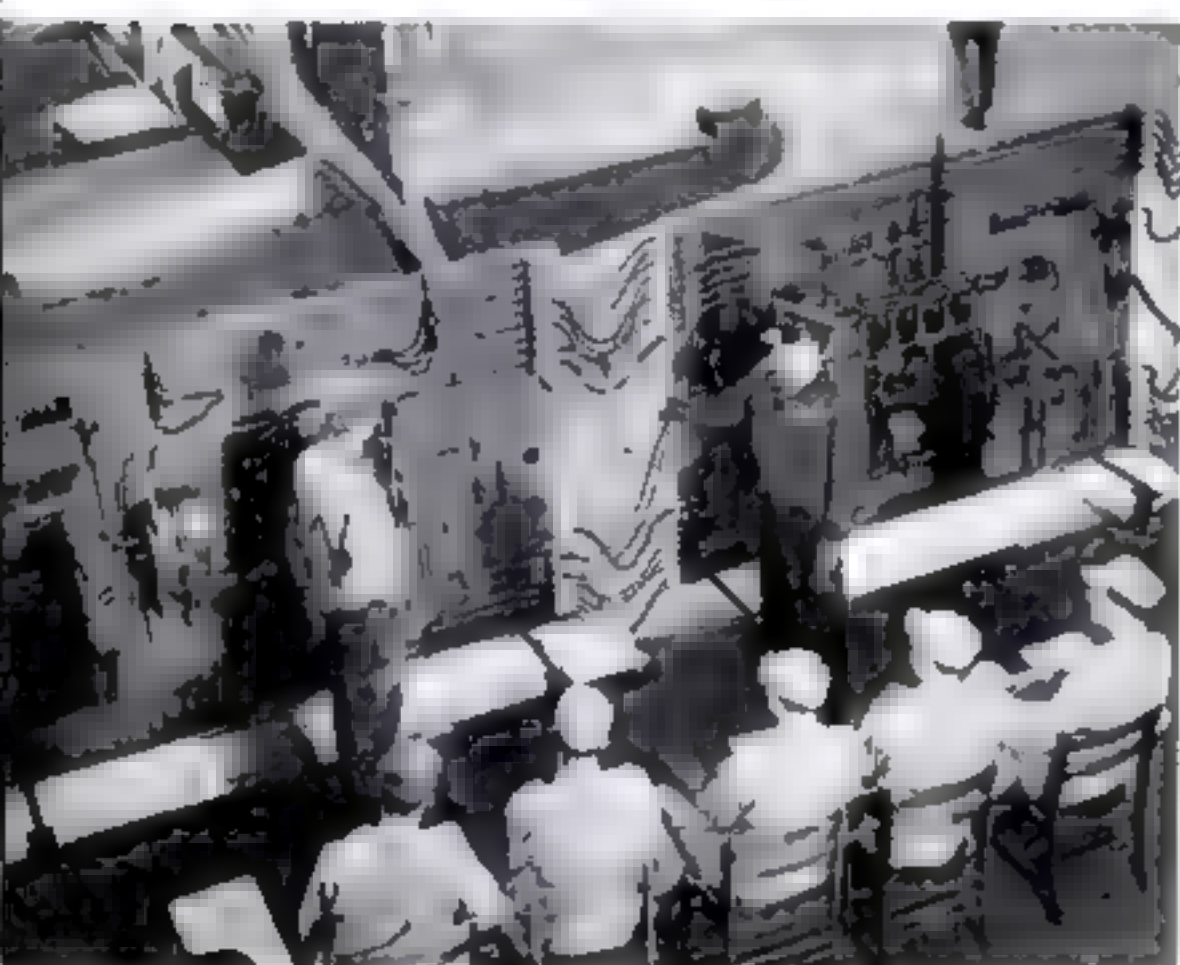




**LARGE HELICOPTERS**, like the big Sikorsky in the rescue scene above, enable Marines to by-pass rugged terrain and save days in moving troops and supplies to front lines and evacuating wounded. They will supplement landing craft, in amphibious invasions, to achieve "vertical envelopment" of enemy's fixed defenses. Manufacturers are expanding production of present types and are designing larger and faster versions.



**IN AMPHIBIOUS LANDINGS** Marine aviation helps soften up beach defenses, protect invasion fleet and provide cover for landing craft. When troops are ashore, planes like Grumman Panther jets (above) take over close air support. The moment inland airfields are secure, staff men, aircraft, radar, and ground crews move in. Constant rehearsals are needed to achieve efficient coordination with other units.



**GROUND CREWS** must know today's complex aircraft inside and out. (Above they study a Vought Corsair's hydraulic system.) Onreashore, away from well-equipped repair shops, only their skill and ingenuity keep aircraft flying.

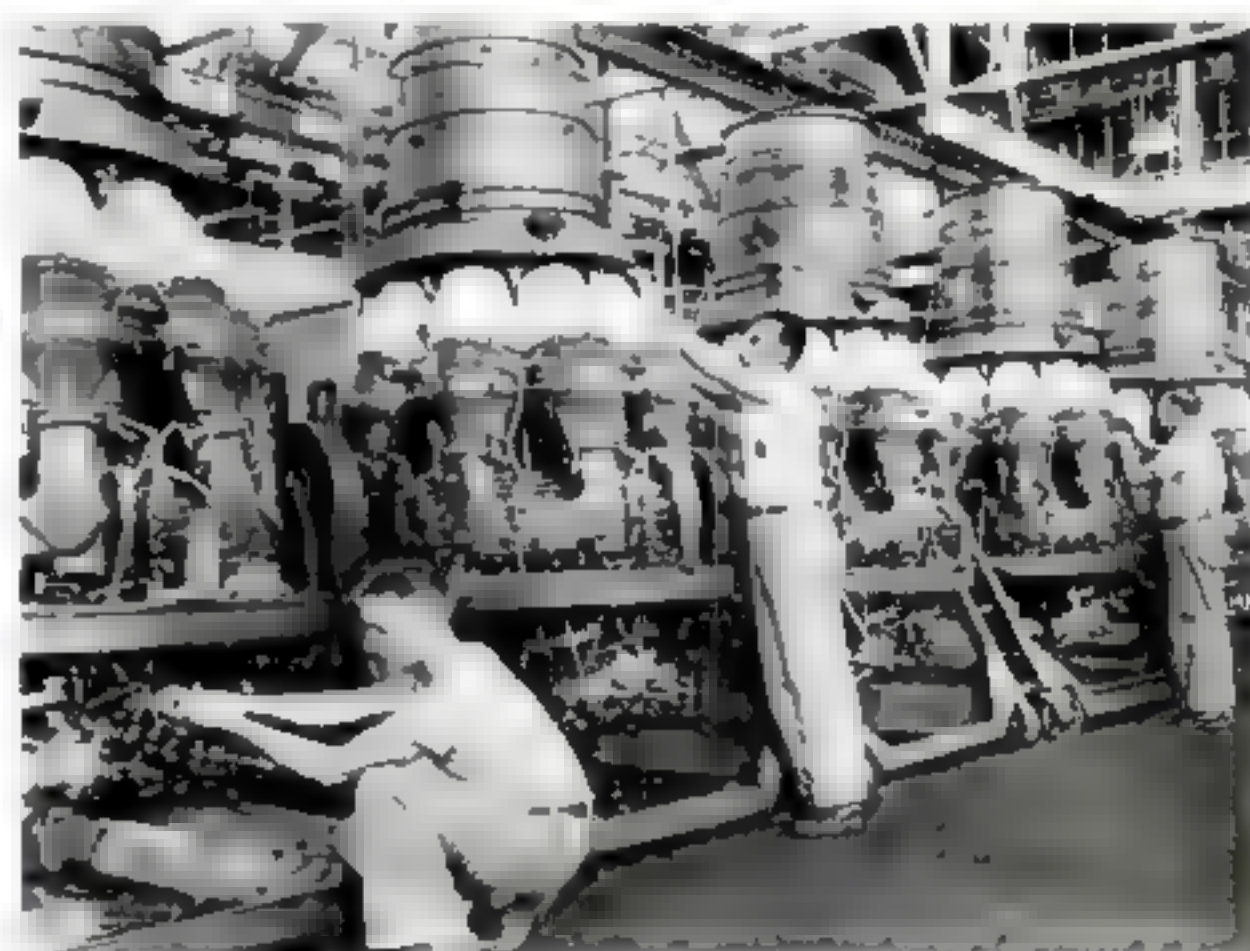


**PILOT TRAINING** is a long process. Combat pilots must learn to fly both piston-engine planes (like the Vought Corsair above) and jets. After learning to fly and operate from carriers at Navy training centers in

Pensacola, Fla., and Corpus Christi, Texas, they must spend additional months at a Marine air base, such as Cherry Point, N. C., or El Toro, Cal. There they learn to coordinate flying skill with ground-force tactics.



**U. S. MARINE CORPS TRANSPORT AIRCRAFT** (above: Fairchild R4Q Packet) are used primarily to supply combat logistic support to units of Marine air and ground forces. In emergencies, to assist other branches of the armed forces, they serve with the Military Air Transport Service and the Combat Cargo Command. Transport, like other Marine air functions, requires a variety of aircraft—as well as pilots, navigators, traffic controllers and ground crews. Aircraft currently in use include Douglas R4Ds and R5Ds, Fairchild R4Qs, Curtiss R3Cs and Sikorsky HRS helicopters.



**ENGINES TO POWER** varied types of planes are basic to success in Marine Aviation, as well as with every member of the Air Power Team. It takes years to develop engines like the Pratt & Whitney Turbo-Wasps above, and more years to put them into full-scale production. Only a sound Air Power Policy—and elimination of "stop and go" planning—can assure America of the air strength to meet all emergencies.

# UNITED AIRCRAFT CORPORATION • EAST HARTFORD, CONNECTICUT

Makers of Pratt & Whitney engines, Hamilton Standard propellers, Chance Vought airplanes and Sikorsky helicopters for the United States' armed forces and the finest airlines in the world.





**PROCESSION**, led by King Arthur and Queen Guinevere, started at campus hall, which doubled as castle, and ended at field three-quarters of a mile away.



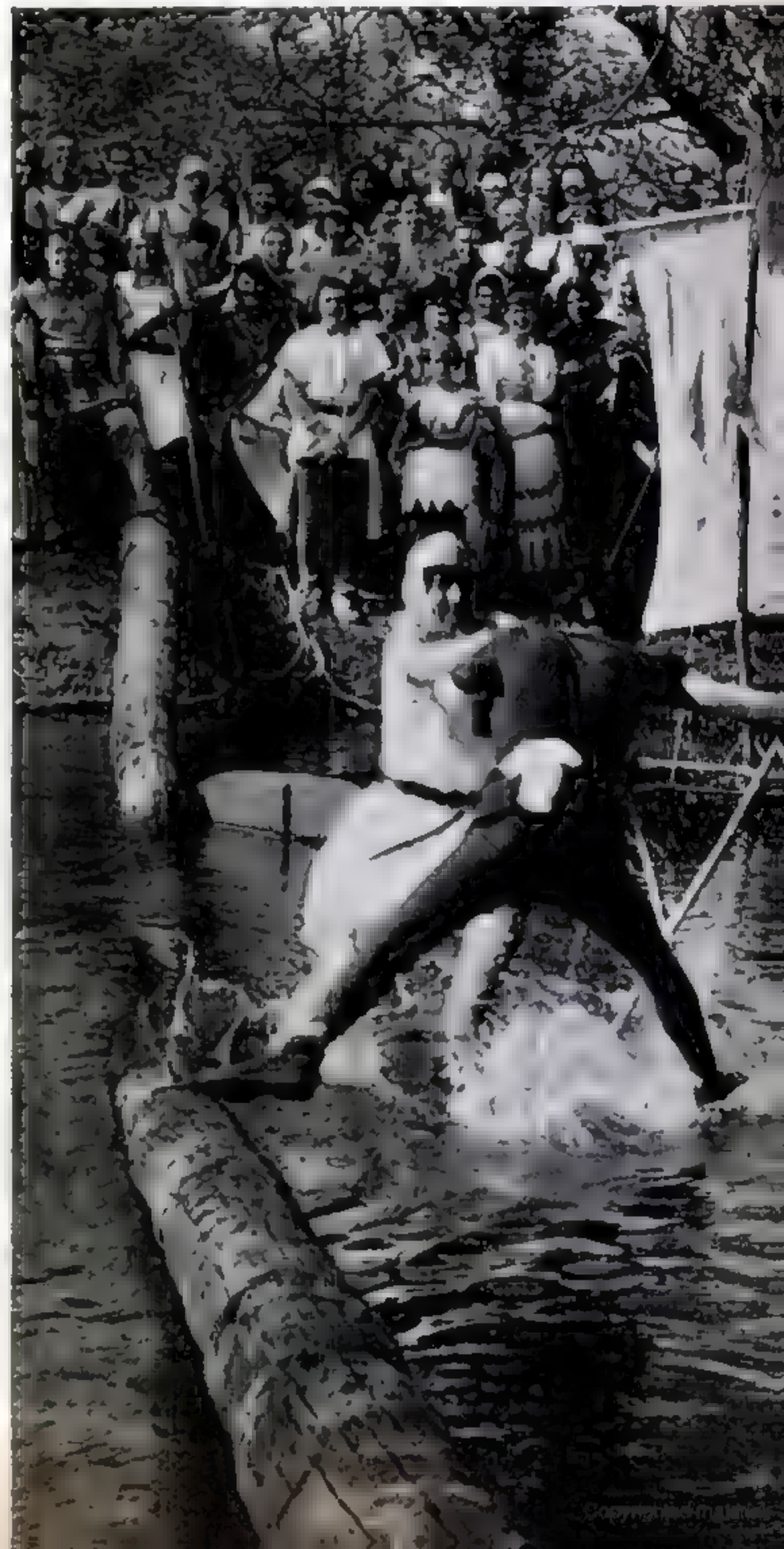
**EGG-THROWING** contest was joined by two lady faculty members. Contestants were to catch eggs without breaking them. Seven persons were splattered.

## *Life Goes to a College Joust*

### **ARTHUR'S COURT FIGHTS, FEASTS**

Looking for a spring ceremony more exciting than their junior prom, the students of Bethany College in West Virginia this year turned to jousting and, on a sunny day in May, held a King Arthur tournament. Opposing Arthur's knights were Robin Hood's followers—this despite the historical fact that the famous outlaw lived probably seven centuries after the famous king. The local utility company contributed two telephone poles for a jousting log (*belou*) and the funeral parlor lent a tent with scalloped edges as an ornament for the field. For jousting, the combatants used staves, with which they belabored each other, and pies, which they threw at each other. There was also an egg-throwing contest and a search for the Holy Quail. The tournament ended when everybody had exhausted themselves. That night, after a banquet and dance, Merin went out to the tennis courts and amazed revelers by magically filling the sky with rockets.

**A KNIGHT AND AN OUTLAW, FIGHTING WITH STAFFS WHILE BALANCING ON**







**TRUMPETER,** Jerry Garey, with friend Boo Van Horne, climbs a tree to signal start of tournament.

**JOLSTING,** LOG, KNOCK EACH OTHER INTO WATER



**"HOLY QUAIL,"** a chicken bought from nearby farm, was bunted in a fenced-in area by Hindoated

ladies of court. Peggy Bogen miraculously captured it. Her boyfriend offered to turn it into stew or chicken.



**STROLLING TROUBADOUR,** Jeffrey Kinnel, entertains the banqueters with medieval ballads.



**KING AND QUEEN,** Don Levine and Shirley Elliott, ate feast in the medieval style without utensils.



## CONSTIPATED? Enjoy Thorough, Satisfying Relief!



If you are bothered by constipation, why add to your discomfort with bad-tasting, harsh, or clogging preparations?



Change to Ex-Lax. Everybody likes its fine chocolate taste. No bitter, oily or chalky after-taste.

## TAKE AMERICA'S BEST-TASTING LAXATIVE

**No Spoon. No Glass.  
Nothing to Mix or Measure.**

Why punish yourself with harsh, "hurry-up" cathartics; unpleasant oils; irritating roughage; or slow-moving, bulky gels? Change to Ex-Lax for thorough, satisfying relief without digestive upset, without embarrassing urgency!

**Compare!** No other laxative is easier to take or easier on you! Ex-Lax tastes like delicious chocolate. Children take it willingly. And Ex-Lax is so mild and gentle, only the thorough, satisfying relief it brings makes you aware you have taken a laxative!

**Safety!** Ex-Lax has a long record of

safety among millions of people. The effectiveness of its laxative ingredient is scientifically tested and medically proved. Many doctors use Ex-Lax in their practice. And, over the years, more people have preferred Ex-Lax to any other leading laxative! Change to Ex-Lax! And notice the change in yourself!

Purse-size  
12¢  
Economy-size  
30¢



Listen to: "THE DOCTOR'S WIFE"  
Every day Monday thru Friday NBC



## Honest, I'm not much trouble...

He isn't, either, if you have sure, safe Sergeant's Dog Care Products to help keep him healthy and happy. There's one for practically every need. Worms, for example, clear out quickly and surely with SURE-SHOT (for big dogs) and Puppy Capsules (for small dogs). Other products for fleas, insufficient vitamins, skin irritation, ear ailments. All veterinarian-certified. Relied on by dog owners for 77 years. **FREE:** Your dog care problems are answered by authorities in Sergeant's Dog Book. At drug or pet store—or write Sergeant's, Dept. A-50 Richmond 20, Virginia.

**Sergeant's® dog care products**



**DANCING DEAN** of women, Eleanor Tyler, does version of Charleston with Bob Hodson, student from Britain. Hodson's chain mail was made from scouring pads. Other students made mail by dipping dishcloths in aluminum paint.

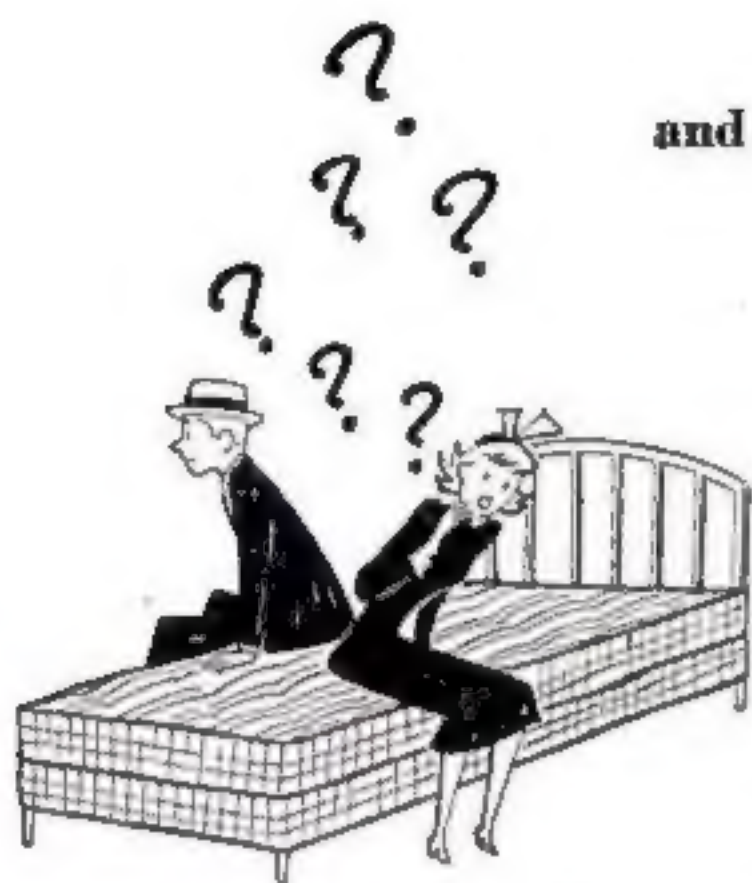


**LOVESTRUCK LANCELOT**, Charles Symanski, finally dances with his girl friend, who, as queen, had to spend most of day with King Arthur. Situation duplicates legend in which Guinevere, though Arthur's wife, loved Lancelot.



# Taking the Mystery Out of Mattress-Buying...

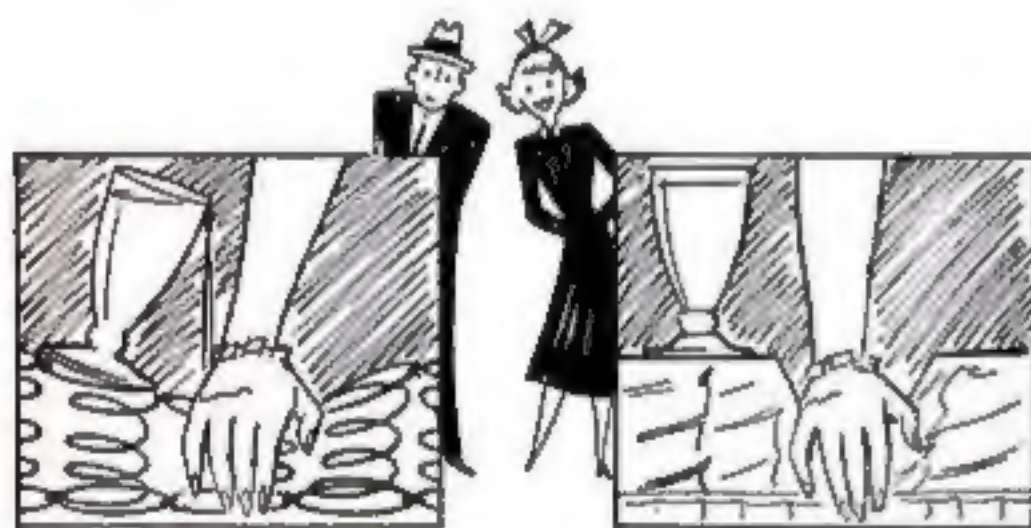
What you don't know about a mattress can hurt you and your pocketbook. This shopping guide tells the difference between boasts and real facts about mattresses.



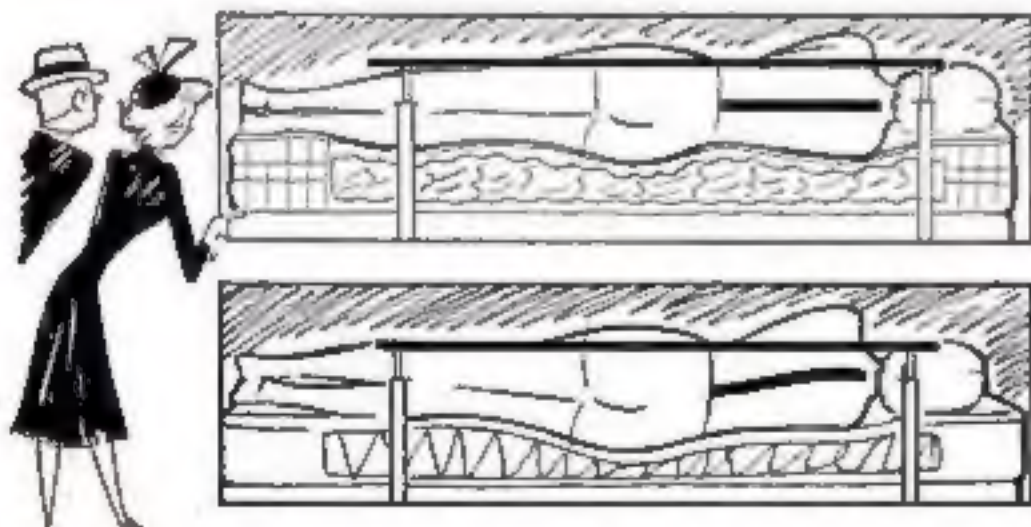
There you are, in the bedding department, sitting in a sea of mattresses. You've traipsed about the department till your feet ache. You've seen dozens of mattresses. Which one to buy?

It's hard to know. You can't see *inside* the mattress; and unless you know what's *inside* the mattress, you are buying "blind." And a mattress is one of the most important investments you can make for your home.

Here are eight questions to keep in mind next time you're mattress-shopping. They'll give you an "X-ray look" that will help you get the most for every mattress dollar you spend.

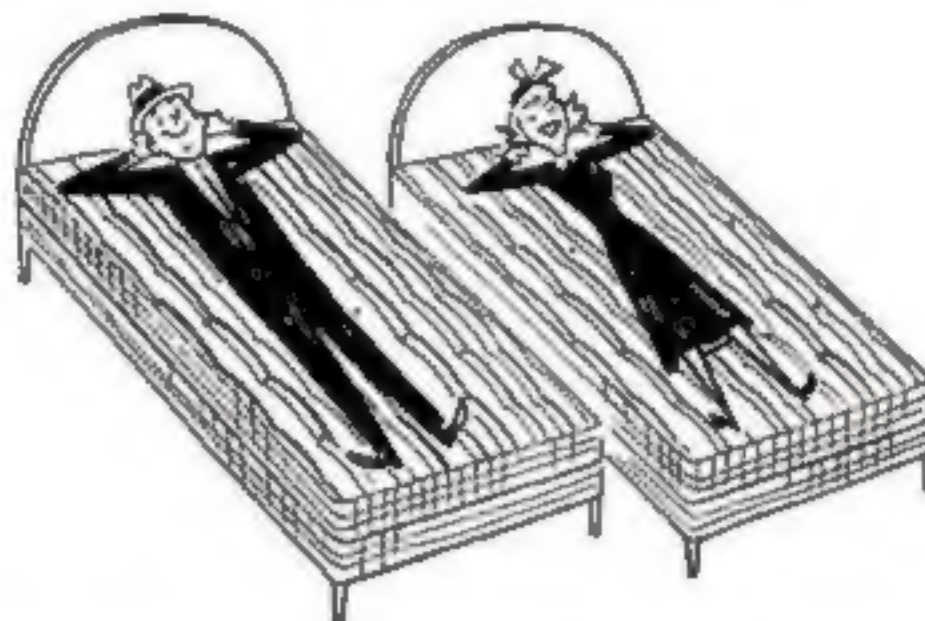


**1. Are the springs tied together?** This is your BIG question. In "ordinary" mattresses (left) the springs are tied together. So, when you press down on one, the springs around it all sag together. *Not so on a Beautyrest®* (right). Each of the 837 springs in Beautyrest is *independent*. Individually pocketed. Not tied together. Never sags even when a near-by spring is pushed down. This is a special Beautyrest feature. Stretch out on a Beautyrest and see! Yes, ma'am, that's comfort!



**2. What's the secret of comfort?** Just this: if the springs can't sag, you can't sag. On a Beautyrest, even your spine is straight. For example: look at the top picture. Black tape has been pasted along the spine of the model as

she rests on a Beautyrest. The tape is straight, proving her spine is straight and her posture is right. This means *better rest* with Beautyrest. Now, look at the bottom picture. See how the tape slants as the same model lies on an "ordinary" mattress with wired-together springs. They sag. She sags. The body slouches. She gets improper rest.



**3. Nearly everybody wants some degree of firmness.** But people are different. Some prefer normal firmness. Others want extra firmness. Whatever your choice, you can suit yourself *exactly* on a Beautyrest, because Beautyrest now comes in TWO models:

- (1) The Normal-Firm model of Beautyrest, famous with millions for comfort and level support.
- (2) Extra-Firm model Beautyrest if you want or need more support.

Either way, you have comfort by Beautyrest. Beautyrest is the *only* brand that gives you a choice of firmness. So, to get your choice... choose Beautyrest!

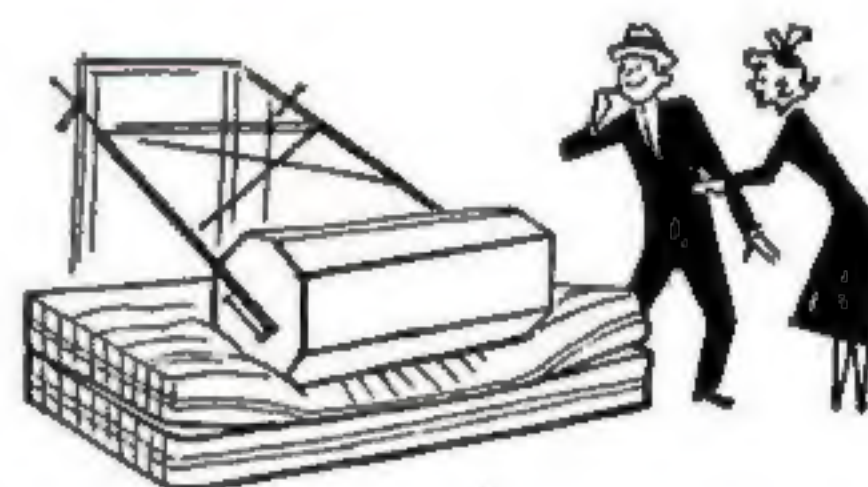


**4. Will the edges stand up?** As you know, the edge takes a beating. You sit there. Youngsters jounce there. So, Beautyrest has pre-built edges which stay strong and firm, and bring mid-mattress comfort out to the edge. Not only that. The cover at the edge is linked to the coils. Keeps the cover from slipping like the saddle on a horse! Only Beautyrest has this patented, coil-to-cover construction.



**5. Is there a guarantee?** Simmons Co. guarantees Beautyrest against any structural defects occurring

within ten full years. Beautyrest usually *outlives* the guarantee. Many people enjoy their Beautyrest mattresses for 15 to 20 years, and more!



**6. How long will it last?** At the United States Testing Co., Beautyrest took 740,744 more poundings from huge Torture Tester... lasted more than twice as long as the next best mattress tested and three to six times longer than the rest.



**7. What do owners say?** Mrs. John D. Sheehy of Memphis, Tenn. says: "My Beautyrest is 22 years old. It's had more than normal use—for my mother has been bedridden on it for almost two years. And it's still comfortable!" No other mattress has the record of Beautyrest for comfort and service.

**8. What's it cost in the long run?** Beautyrest lasts two, three and four times longer than "ordinary" mattresses. So, at \$69.50, it costs *less* for every night of comfort—only 2¢ a night. If the price of Beautyrest had kept pace since 1939 with the cost of food, Beautyrest *would* cost \$91.57. So, especially in these days of high prices, Beautyrest, at \$69.50, gives you a bigger dollar's worth for every dollar you spend.



**TIP TO SHOPPERS!** Why not use this page; take it along when you're shopping for a mattress? Here is the helpful information you'll need, presented by Simmons Co., pioneers in the perfection of the "independent coil" innerspring mattress. This type of construction in Beautyrest has brought a new kind of luxury-comfort and restful support to millions of people who have made Beautyrest first in sales.

Trade-mark Reg. U. S. Patent Office. Copr. 1952 by Simmons Co., Mpls. Minn., Chicago, Ill.





## MERRILY HE ROLLS ALONG

This is quite an unusual horse and not merely because of his light blue eyes or breast markings which resemble a baseball chest-protector. His name is Jimmy. He shakes hands, lies down or sits up when told, can even walk around on his knees. He also kneels as if saying prayers. Since he is only 2 years old, learning these things from his master, Albert McAlexander of Carysville, Ohio, has made his life busy. When Jimmy gets a few

minutes to himself, therefore, Albert gives him a chance to relax. He puts specially-made roller skates on Jimmy's four feet and takes him out for a skate along the highway. Sometimes Albert takes Jimmy to a public rink and lets him skate with people. Nobody minds; Jimmy hasn't taken a spill since February. Albert may teach Jimmy how to drive—a car, that is, not a wagon. Jimmy wouldn't know anything about pulling wagons.



ESTABLISHED BY

*E. H. Taylor & Sons*

## The "Sign" of a Good Whiskey

This signature on the OLD TAYLOR label sets it apart from all other bourbons. For Colonel E. H. Taylor, Jr. was a man of rare genius who in his day made many fine bourbons. But among all the fine Kentucky whiskies he created, he chose only one—OLD TAYLOR—for the honor of bearing his name.

© The Old Taylor Distillery Company, Frankfort, Ky., 1952



## "Sign of a Good Host"

Jockey hitching posts that invited guests to tarry are an old Kentucky tradition. Like OLD TAYLOR—another sign of a good host.

*Signed, Sealed, and Delicious*





What  
cigarette do  
you smoke,  
Doctor?



If you were to follow a doctor on his rounds, you'd have a busy time keeping up with him!



He's accustomed to being called out in the middle of the night. His days are often 24 hours long!



So, time out for doctors often means just long enough to enjoy a cigarette! And doctors, too, are particular about the brand they choose!



In a nationwide survey, 113,597 doctors were asked, "What cigarette do you smoke, Doctor?" The brand named most was Camel!



R. J. REYNOLDS  
TOBACCO CO.  
WINSTON-SALEM,  
N. C.

Repeated Nationwide Surveys Show:

More Doctors  
Smoke **Camels**  
*than any other cigarette!*

"WHAT cigarette do you smoke?" 113,597 doctors were asked that question a few years ago. The brand named most was Camel! Since then, repeated cross-sectional surveys have been made and *every time* Camel has been first choice!

Smoke the cigarette so many doctors enjoy! Smoke only Camels for 30 days and see how much you enjoy Camel's rich flavor... see how well Camels agree with your throat, week after week!

START YOUR OWN 30-DAY TEST TODAY!